



THE COIN MACHINE REVIEW

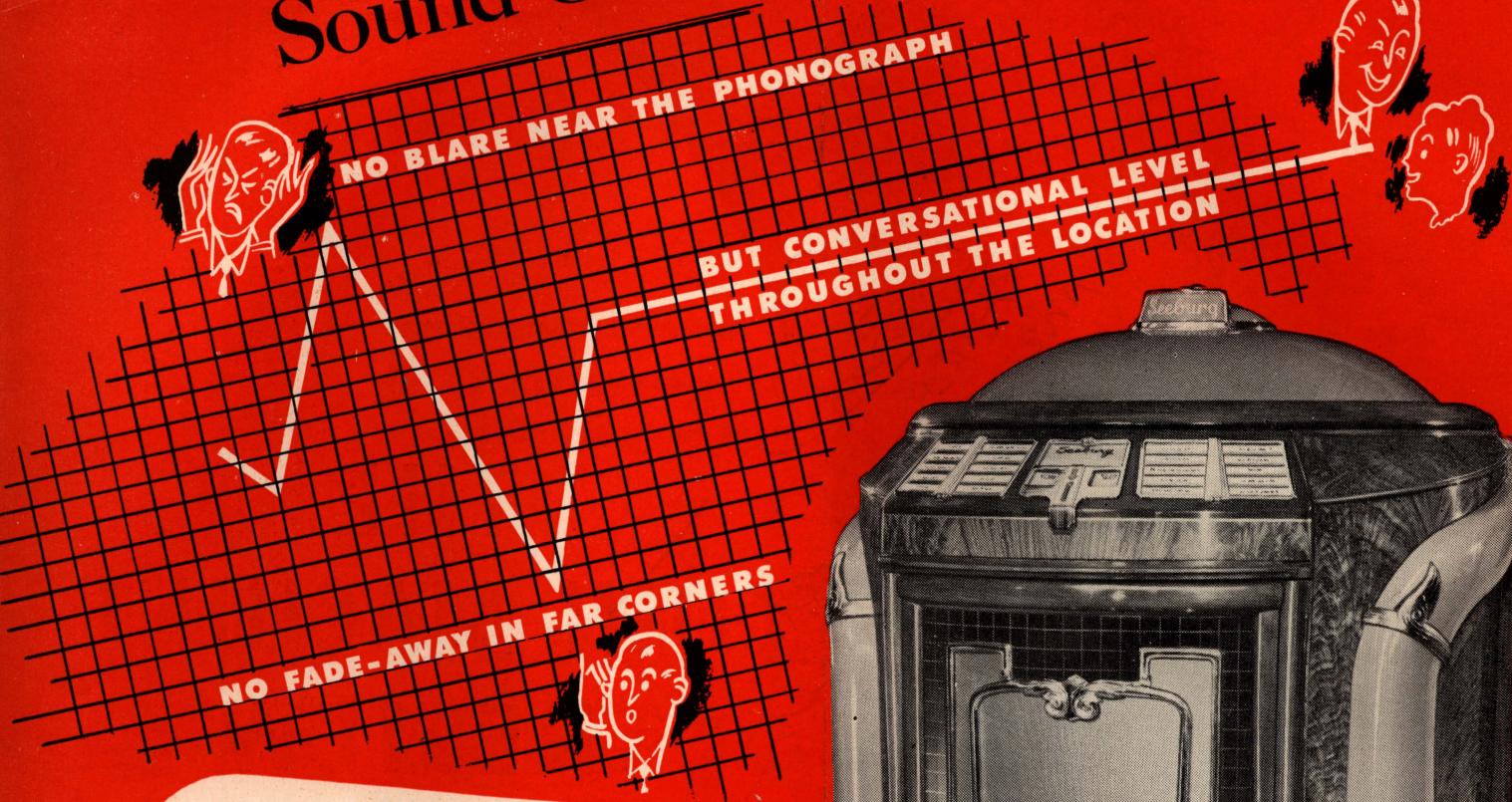
JUNE 1946

AMI
AMI

\$ U C C E S S !

AUTOMATIC INSTRUMENT COMPANY, CHICAGO

Sound Graph



Scientific Sound Distribution

The new Symphonola 1-46 offers operators the greatest advance in music merchandising. Besides a revolutionary new design—a freshly styled, brilliantly illuminated cabinet—a vastly simplified and improved mechanism—the Symphonola now brings you "Scientific Sound Distribution"—music at conversational level throughout the location. No blare near the phonograph—no fade-away in far corners.

See the Symphonola 1-46—America's Greatest Music Merchandiser—at your Seeburg Distributor.

"Be Sure—Buy Seeburg"

On Display at Seeburg Distributors

JONES DISTRIBUTING COMPANY

127-129 E. 2nd South, Salt Lake City, Utah
1454 Welton Street, Denver, Colorado

MINTHORNE MUSIC COMPANY

2916-20 W. Pico Blvd., Los Angeles, California
512 W. Washington St., Phoenix, Arizona

JACK R. MOORE COMPANY

1615 S. W. 14th Avenue, Portland, Oregon
348 Sixth Street, San Francisco, California

100 Elliott, West, Seattle, Washington
4 North Bernard Street, Spokane, Washington

Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1946
U J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22



Precision-Perfect, Automatically recording the human voice. One or two persons can step into the booth, insert a coin, wait for the indicated signal light and then begin a message or song. Automatic signals tell when 30 seconds are gone . . . when 10 seconds are left and when recording is complete. The record is then automatically played back and delivered. Special device vends mailing envelope if desired.

Remarkable earnings being reported from machines already in operation . . . orders now being taken for early delivery... ask your Mutoscope distributor.



INTERNATIONAL MUTOSCOPE CORPORATION

WM. RABKIN President

44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK

COIN
MACHINE
REVIEW

3

FOR
JUNE
1946

ALL THIS IN APPROXIMATELY 1 SQUARE YARD OF SPACE

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh St., Long Island City 1, New York

Send me at once complete details
on VOICE-O-GRAF.

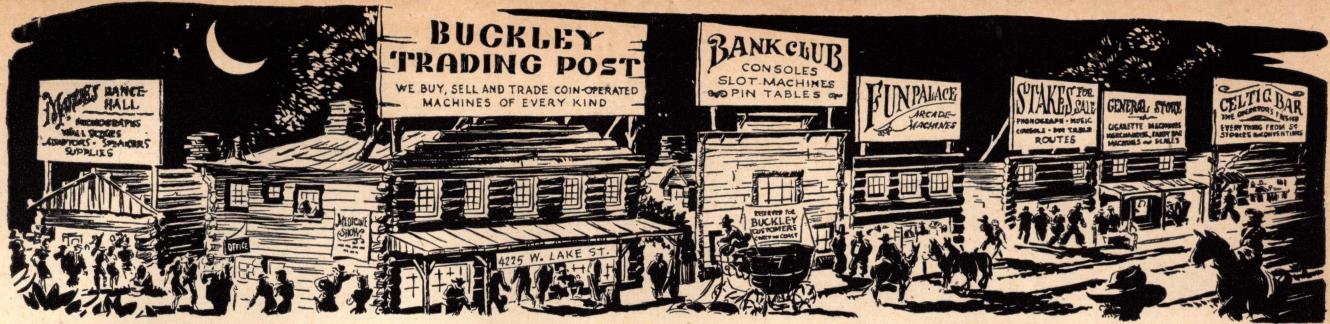
NAME.....

FIRM.....

ADDRESS.....

CITY..... ZONE..... STATE.....

▲ FILL OUT AND MAIL TODAY ▲



WATLING 5c ROLATOPS

**REBUILT AND REFINISHED
LOOK AND OPERATE LIKE NEW**

\$95.00

COIN
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FOR
JUNE
1946

CUSTOM BUILT CABINET ASSEMBLIES

INCLUDING: New light wood cabinets with drill proof plates—new perfect fit aluminum castings, chrome reward plates (2-5 or 3-5)—chrome denominators (5c-10c-25c)—payout cups and anti-spoon cups—club handles.

YOUR CHOICE —

BEAUTIFUL CHROME PLATED FINISH
PACIFIC BLUE WRINKLE
TAN WRINKLE
GREEN WRINKLE
GOLD WRINKLE
COPPER CHROME

**COMPLETELY ASSEMBLED — GUARANTEED PERFECT FIT FOR ANY
TYPE MILLS ESCALATOR MECHANISM.**

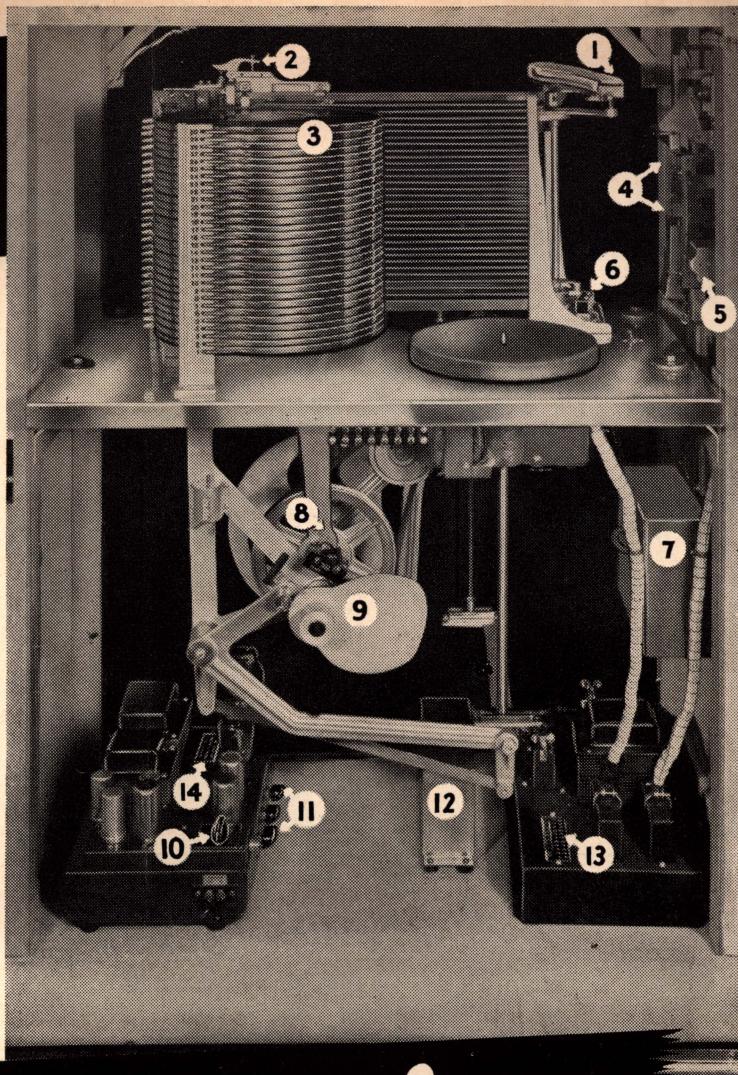
— Better Buys From Buckley —

BUCKLEY TRADING POST
4233 W. LAKE ST. CHICAGO, ILLS. Ph: Van Buren 6636

**SIMPLE and
TROUBLE FREE**

SEE FOR YOURSELF

1. 1 ounce perfect tracking pick up
2. Positive tray take-out slug
3. 30 selections one side
4. Single entry National Slug Rejector
5. Electric money counter
6. Positive action record cut off micro switch
7. Money divider in cash box
8. No main gears or clutches
9. Simple positive acting cam
10. Microphone pre-amplifier stage, and volume control
11. Treble, base, and external volume control
12. Compact changeable relay box unit
13. Wired remote control socket
14. Amplifier accommodates six auxiliary speakers



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FOR
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Challenger '47

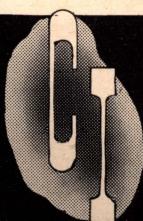


The ONLY 30-Record
PHONOGRAPH
One Side
ELECTRIC
SELECTION

Challenger Automatic Music and Challenger Drink Dispenser on
Permanent Display Chicago Showrooms

Challenge
AUTOMATIC EQUIPMENT

GENERAL OFFICE AND SHOWROOMS
FIELD BUILDING CHICAGO, ILLINOIS



Industries
DIVISION OF U. S. CHALLENGE CO.

FACTORIES:
BATAVIA, III. WICHITA, KAN.
CENTERVILLE, IOWA

EASTERN OFFICE:
FISK BUILDING,
250 W. 57th STREET,
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BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see
Bill Happel
MILWAUKEE see
Carl Happel

KEENEY RECONDITIONED SUPER BELLS

COMPLETELY RECONDITIONED, REBUILT AND REFINISHED LIKE NEW. IMMEDIATE DELIVERY.

Keeney 4-Way 5c-5c-5c-5c P.O.....	\$495.00
Keeney 4-Way 5c-5c-25c P.O.....	550.00
Keeney Super Bell 25c (Comb.) F.P., P.O.....	349.50
Keeney 4-Way 5c-5c-25c-25c P.O.....	575.00

Keeney Super Bell 5c (Comb.) F.P., P.O.....	\$299.50
Keeney Super 25c-25c-25c P.O.....	650.00
Keeney Super Twin 5c-5c P.O.....	375.00
Keeney Super Twin 25c-25c P.O.....	450.00

Keeney Super Twin 5c-25c P.O.....	\$395.00
Keeney Super Twin 5c-25c (Comb.) F.P., P.O.....	595.00
Keeney Super Twin 5c-5c (Comb.) F.P., P.O.....	575.00
Keeney Super Twin 25c-25c (Comb.) F.P., P.O.....	625.00

LARGEST STOCK OF DEPENDABLE CONSOLES ON THE WEST COAST

RECONDITIONED CONSOLES

Mills Three Bells, 5-10-25c.....	\$895.00
Mills Late Head 4 Bells 5-5-5c.....	595.00
Evans Bangtails Late, D.D.J.P.....	295.00
Evans Dominoes, Late, D.D.J.P.....	295.00
Evans Lucky Lucre, 3-5c, 2-25c.....	295.00
Evans Lucky Lucre, 5-5c, Two Tone.....	195.00
Evans Lucky Lucre, 5-5c, Walnut.....	159.50
Evans Rolletto Jr., Walnut.....	195.00
Evans Lucky Stars, late.....	129.50
Evans Dominoes, Walnut.....	195.00
New Mills 4-Bell Cabinets.....	39.50
Jumbo Parades (Comb. F.P.P.O.).....	213.75
Jumbo Parades, Late Head, F.P.....	129.50

Mills Original 4-Bells 5-5-5c.....	\$395.00
Mills Late Head 4-Bells 5-5-25c.....	750.00
Jennings Silver Moon, F.P., P.O.....	199.50
Baker Pacers, Daily Double, 5c.....	299.50
Baker Pacers, Daily Double, 25c.....	395.00
Jumbo Parade, L.H., P.O. 25c.....	195.00
Bally Club Bells, F.P., P.O.....	239.50
Baker Pacers, 5c (Chk. Mod.).....	299.00
Jumbo Parades, Late Head, P.O.....	149.50
Pace Twin Reels 10c-25c.....	295.00
Mills Four Bells Original Head 5c-5c-5c-25c.....	495.00

Mills Original 4-Bells 5-5-5c.....	\$495.00
Pace Twin Reels 5-25c.....	295.00
Bally Roll 'Em, Late, P.O.....	139.50
Bally Sun Rays, Late, F.P.....	139.50
Bally Big Top, Late, F.P.....	110.00
Pace Saratogas, Late Models.....	124.50
Pace Reels, 10c F.O.....	169.50
Bally Hi Hands, late.....	199.50
Jennings Silver Moon, F.P.....	129.50
Pace Reels, 25c, P.O.....	195.00
Jennings Silver Moon, Late P.O.....	124.50
Jennings Liberty Bells.....	69.50

Mills Blue Fronts 5c.....	\$159.50
Mills Blue Fronts 10c.....	169.50
Mills Blue Fronts 25c.....	189.50
Mills Blue Fronts 50c.....	425.00

Mills Q.T. Glitter Gold.....	\$ 99.50
Mills Vest Pocket Chrome.....	59.50
Mills Vest Pocket Blue, Gold.....	49.50
New Mills Vest Pocket Bells.....	74.50

Mills Regular Chrome 5c.....	\$245.00
Mills Regular Chrome 10c.....	265.00
Mills Regular Chrome 25c.....	295.00
Mills Regular Chrome 50c.....	445.00

ONE-BALL MULTIPLE FREE PLAY TABLES

REFINISHED AND REBUILT

Keeney Sky Lark.....	\$139.50
Bally Dark Horse.....	139.50
Bally Sport Special.....	129.50
Keeney Fortune.....	189.50

Bally Pimlico.....	\$275.00
Bally '41 Derby.....	195.00
Bally Club Trophy.....	195.00
Mills '41 1-2-3.....	79.50

Bally Thorobred.....	\$359.50
Bally Longacres.....	359.50
Bally Blue Grass.....	139.50
Bally Record Time.....	139.50

RECONDITIONED PHONOGRAPHS, WALL BOXES AND SPEAKERS

Rock-Ola Premier.....	\$575.00
Rock-Ola Super Rock-O-Lite.....	495.00
Rock-Ola Master Rock-O-Lite.....	450.00
Wurlitzer Model 780M.....	695.00
Wurlitzer Model 600 Rock-O-Lite.....	450.00
12 in. PM Speaker, 11 oz.....	7.95
12 in. PM Speaker, 16 oz.....	9.75
12 in. PM Speaker, 20 oz.....	12.50

Rock-Ola Commando.....	\$650.00
Wurlitzer Model 500 Victory.....	595.00
Wurlitzer Model 24 Victory.....	495.00
Wurlitzer Model 616.....	249.50
Wurlitzer Twin '12.....	250.00
Rock-Ola 5c-10c-25c Bar Boxes.....	39.50
Rock-Ola Bar Boxes, Late Models.....	24.50
12 in. PM, 34 oz. Speaker.....	18.50
12 in. PM, 64 oz. Speaker.....	24.50

Packard Pla-Mor Boxes.....	\$ 27.50
Buckley Late III. Boxes.....	22.50
Rock-Ola Wall Boxes.....	19.50
Kleer-Tone Speaker Cabinet 23", 19", 10".....	24.50
Kleer-Tone Speaker Cabinet 27½", 23½", 14".....	34.50
Metal Speaker Cabinet 15", 14", 9½".....	5.95
2-Wire Zip Cord, 250 ft.....	4.95
5-Wire Cable, per foot.....	.12
30-Wire Cable, per foot.....	.22

NOW ON DISPLAY IN OUR SHOWROOMS

ROCK-OLA PHONOGRAPHS

The Phonograph of Tomorrow

IT'S ROCK-OLA FOR 1946

KEENEY'S TRIPLE SCORING

BONUS SUPER BELLS

5-Coin Multiple—10-Coin Multiple

SOLD ONLY IN OUR ALLOTTED TERRITORY

BADGER SALES CO.

BADGER NOVELTY CO.

EXCLUSIVE DISTRIBUTORS
FOR

J. H. KEENEY & COMPANY
& ROCK-OLA MFG. CORP.

COMPAS DISTRIBUTORS

SOUTHERN CALIFORNIA, STATE OF ARIZONA
AND SOUTHERN NEVADA

1612 WEST PICO BLVD.
LOS ANGELES 15, CALIF.

EXCLUSIVE DISTRIBUTORS
FOR

J. H. KEENEY & COMPANY
& ROCK-OLA MFG. CORP.

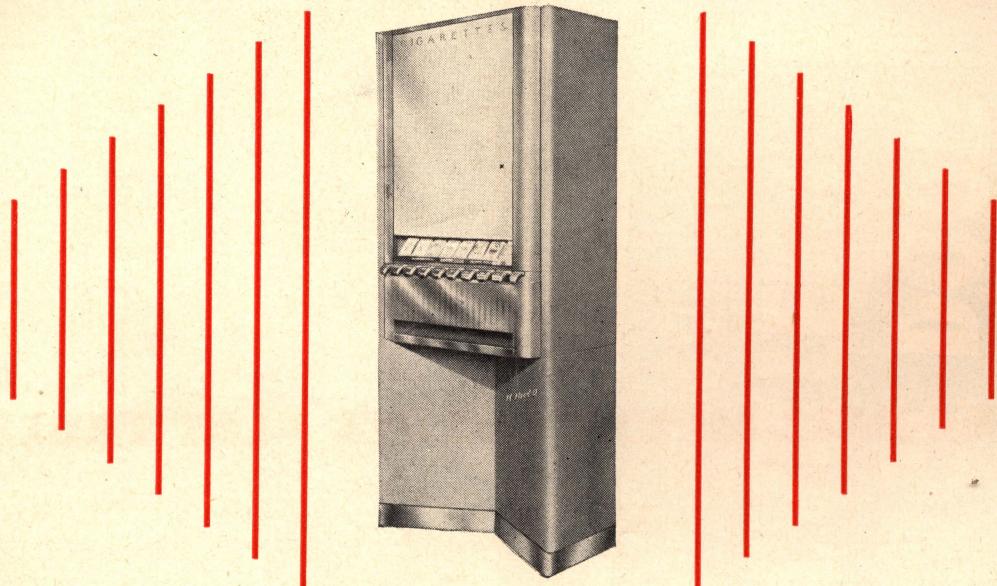
COMPAS DISTRIBUTORS

STATE OF WISCONSIN AND NORTHERN
MICHIGAN

2546 NORTH 30th STREET
MILWAUKEE 10, WIS.

Destined to Make Cigarette Vending History—

The U-Need-A "MONARCH"



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The Finest Merchandiser Ever Built!

CAPACITY

6 Columns.....	380 packs
8 Columns.....	510 packs
10 Columns.....	640 packs

DELIVERIES NOW
BEING MADE

COLORS

Royal Blue Maroon
Nile Green Light Walnut

NOW ON DISPLAY!

COME IN...OR WRITE FOR CIRCULAR TODAY
EXCLUSIVE U-NEED-A DISTRIBUTORS FOR CALIFORNIA,
NEVADA, ARIZONA and TERRITORY OF HAWAII

COINMATIC DISTRIBUTORS

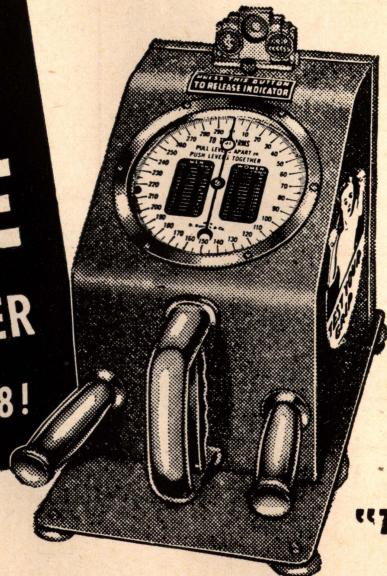
PArkway 3188

2712 W. PICO BLVD.

LOS ANGELES 6, CALIF.

GOTTLIEB
Gives You Top 2-Way
Location Coverage

on the Counter...
* Improved * Deluxe
GRIP SCALE
3-WAY STRENGTH TESTER
Consistently Best Since 1928!
Join CMI Now!



on the Floor...
**STAGE DOOR
CANTEEN**

Proves it with Profits!



ORDER FROM YOUR DISTRIBUTOR

D. GOTTLIEB & CO.

1140 No. Kostner Ave., Chicago 51, Ill.

"There is No Substitute for Quality"

BALLY HAS THE WINNERS

SURF QUEENS

Make a date with Bally's new sparkling SURF QUEENS—fastest five-ball novelty game ever built. Designed by a practical operator known for his ability to pick winners, SURF QUEENS is packed with all the elements of a money-making game . . . combined with new angles that will bring the slowest novelty spots back to life in a hurry. Order from your Bally distributor today.



VICTORY DERBY

Packed with all the profit-proved features of Bally's famous pre-war multiples . . . plus new play-provoking ideas that are pushing profits to a new all-time high! Several hundred VICTORY DERBY games on location two to twenty weeks are consistently topping all previous collection records of pre-war and war-time operations. See your distributor today and arrange for early delivery of VICTORY DERBY.



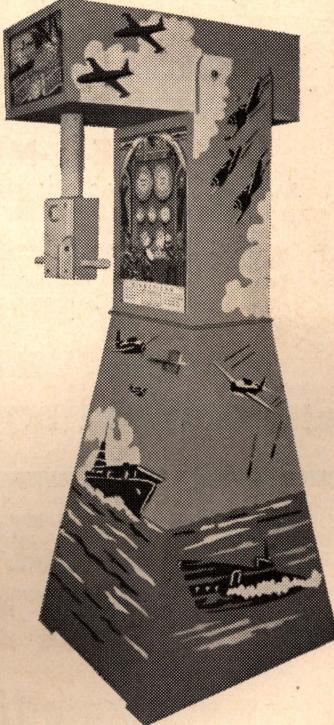
VICTORY SPECIAL

Bally's big, new VICTORY SPECIAL is your post-war profit insurance in replay territory. Quickly convertible to one or five-ball play . . . and a fast money-maker either way, VICTORY SPECIAL features all the famous features of Bally's pre-war multiples . . . plus new play-stimulating ideas that insure plenty of repeat play. For top profits in replay spots order VICTORY SPECIAL today.



UNDERSEA RAIDER

A flashy new PHOTO ELECTRIC GAME that will earn BIG MONEY for you. Produces that powerful "can't quit-now" feeling. Combines all the thrills and action of firing from a submarine under actual battle conditions. Jam-packed with EXCITEMENT which guarantees continuous repeat play and long life on all locations. NOW DELIVERING!



COMING:
DRAW BELL
A New Console
By Bally
EARLY DELIVERY

WRITE—WIRE—PHONE—COME IN—TODAY!

DIRECT LINE DISTRIBUTORS

PAUL A. LAYMON

DISTRIBUTORS FOR BALLY MFG. CO. IN CALIFORNIA, NEVADA,
ARIZONA, AND THE HAWAIIAN ISLANDS

1503 W. PICO ST.

DR. 3209

LOS ANGELES 15, CALIF.

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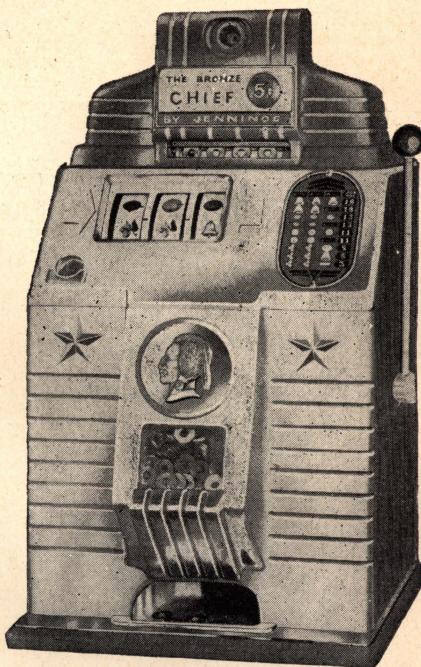
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FOR
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1946 JENNINGS' CHIEFS

Why Not The Best?

5¢ Bronze and Standard Chief.....	\$249.00
10¢ Bronze and Standard Chief.....	259.00
25¢ Bronze and Standard Chief.....	269.00
50¢ Bronze and Standard Chief.....	349.00
5¢ Super Deluxe Club Chief.....	274.00
10¢ Super Deluxe Club Chief.....	284.00
25¢ Super Deluxe Club Chief.....	294.00
50¢ Super Deluxe Club Chief.....	374.00
50¢ Silver Eagle Console.....	399.00
\$1.00 Silver Eagle Console.....	449.00
5-25¢ Challenger Console C. P.....	475.00



Order Now To Save Delay!

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— DISTRIBUTORS FOR —

DAVAL FREE PLAY

COUNTER GAME

SHINE-A-MINIT

ACTUALLY APPLIES POLISH AND SHINES
YOUR SHOES IN ONE MINUTE

Chicago Coin GOALEE

Bally SURF QUEEN, VICTORY DERBY & SPECIAL

Williams SUSPENSE

Gottlieb STAGE DOOR CANTEEN

DAVAL AMERICAN EAGLE

(Non-Coin-Operated)

Immediate Delivery

PRE-FLIGHT TRAINER

THE PROFIT SENSATION
OF THE YEAR

Amusematic LITE LEAGUE

Genco TOTAL ROLL

Exhibit BIG HIT

HARLICH SALES BOARDS

50 and 20% OFF FACTORY LIST

Immediate Shipment! All New Stock!

Write, Wire or Phone for Prices

C. A. ROBINSON & CO.

2303 West Pico Blvd.

Federal 1810

Los Angeles 6, Calif.

THE COIN MACHINE REVIEW



JUNE, 1946

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COIN MACHINE REVENUE SLUMPS AS STRIKES, SHORTAGES BESET NATION

More Than 500 Join CMI Program

CHICAGO—From Maine to California, from Washington to Florida, from Canada, Mexico and Hawaii, operators and distributors are flocking to the CMI banner. The ever-growing list includes more than 500 associate members plus representation by nearly every manufacturer.

In presenting a united front, the chief purpose of the Association is to protect the industry and its members, to foster good will, and to win public respect and approval.

Secretary James A. Gilmore welcomes suggestions from non-members as well as members. Curley Robinson's letter, published in last month's REVIEW, advocating a fair and proper interpretation of Excise Tax on coin-controlled equipment, was timely and to the point, Gilmore told THE REVIEW, and will be acted on in the near future.

The cost of an associate membership for a period of 12 months is \$25. Checks should be mailed to Coin Machine Industries, Inc., 134 North LaSalle Street, Chicago 2.

On The Cover

Proudly we present the first of a series of Earl Carroll productions prepared expressly for THE REVIEW covers. Leading off the series is pretty Peggy Pryor who rightly may be classified as one of "The Most Beautiful Girls In The World," a tag Carroll has made famous over the years. Photography is by one of Hollywood's leading portrait photographers, John E. Reed.

Dim-Outs Reduce Earnings As Locations Observe Early Closing

CHICAGO—Operators and manufacturers of the second largest city in the country, already mired deep in shortages and labor strife, were dealt a paralyzing blow when the coal strike all but short-circuited electrical consumption to sink collections and new-game output to an unprecedented post-war low.

The war-time "brownout" order was deemed mild compared to the drastic measure placed into effect by the Illinois Commerce Commission in an effort to conserve dwindling coal stocks. In declaring a state of emergency, the Commission limited both industry and the consumer to a 24-hour week: manufacturers and industrial users from Monday through Friday, and commercial users, such as stores, offices, bars, taverns, night clubs, theatres, etc. from two to six p.m. Monday through Saturday.

The new order exempted only hospitals, food stores, restaurants, and other vital service functions.

Manufacturers of coin-controlled equipment, slowly recovering their productive capacity after the crippling steel strike, were hit hard by the new restriction. The short week cut their output one-third to one-half.

Tavern owners at Rockford, tipped off in advance of the dimout, purchased lamps and lanterns. After six p.m., however, patrons in most bars were restricted to lukewarm beer as refrigeration during evening hours was prohibited. Some enterprising owners came up with old-fashioned ice tubs, but no one could figure how to operate a pin game or phonograph after six p.m. without electricity.

Normally, Commonwealth Edison and its three affiliates, who serve an area of approximately 11,000 square miles in northern Illinois, have a 122-day reserve. However, when the coal strike started, they were caught short with only 21 days' supply. Hence the rigid restrictions.

Shortage of beer in the middle West, coupled with the current electrical crisis, has seriously reduced operator earnings. While specific figures are not available, the

loss runs into many hundred thousand dollars.

As Kelner Sees It—

The effects of the coal strike hit Chicago first and hardest of all the big cities. Before the strike had hardly got under way, the public utility and power supply companies suddenly discovered they hardly had 21 days' reserve supply of coal on hand . . . and the public buildings, hospitals, and other very essential users of light and power MUST have their supply regardless of the duration of the strike. Therefore, the Illinois Commerce Commission asked the public to conserve as much as possible.

The first edict banned the use of display lights and signs, and show case lights. As the strike dragged on into its second and third week, the rulings became more serious and light and power were banned for everybody except the most essential users, and limited to 4 hours daily six days a week. The four hours of service were from two to six in the afternoon. That meant that only 24 hours a week were available for the use of light and power for all industry and commerce; retailers, wholesalers and consumers. Factories that were working three shifts a day were cut down to one day's work. That used up their 24 hour quota. They could elect of course to

TURN PAGE

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Call
DR. 3209

For Automatic Equipment,
Parts and Supplies

PAUL A. LAYMON
DISTRIBUTOR

1503 West Pico Los Angeles 15

WANTED TO BUY
ALL TYPES OF
SLOT MACHINES

REGARDLESS OF AGE OR
CONDITION

PARTS ALSO NEEDED. BRING
OR SHIP THEM IN.

G. B. SAM

541 E. 32nd Street, Los Angeles 11, Cal.
ADams 7688

**THE REVIEW HAS NEVER MISSED AN ISSUE IN THE PAST TWELVE YEARS!!
NO OTHER COIN MACHINE MONTHLY CAN MAKE THAT STATEMENT!!**



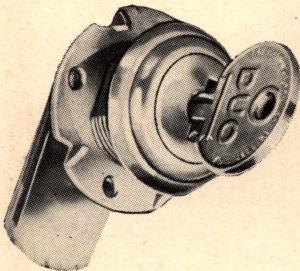
IT'S BETTER TO SPECIFY ILLINOIS LOCKS!

You could bury your coin boxes for safety . . . but it would be hard to stay in business that way. You can team-up *safety and business* by specifying DUO LOCKS . . . look at all the safety features you get!

- Key can't be duplicated on standard key machines
- Triple-combination action of 14 tumblers makes picking virtually impossible
- Floating key guides assure perfect alignment and easy operation
- and, in addition, you can get the exclusive DUO REGISTERED KEY PLAN which gives you the only key in your territory that will work all locks which have your registered key combination.

You need only one key for all your machines . . . yet you get maximum protection.

Write for complete information.



ILLINOIS LOCK COMPANY
804 South Ada Street

Chicago 7, Illinois

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spread it over the six days at 4 hours each. Punishment for failure to comply with the rules meant shutting off of *all* power.

Inspectors travelled about constantly warning storekeepers to turn out lights, and factories to shut off machinery. This naturally resulted in the laying off from work of a lot of people, and the pay envelopes in this town shrank to almost nothing. Banks reported more cashing in of War Bonds than any previous period. Great lines formed around the workmen's compensation offices with people waiting to make application for supplemental wages.

All shopping was condensed into a few hours, and the big department stores were surrounded with milling throngs waiting for the two o'clock opening time to draw nigh. Gasoline stations were closed except for the few hours, and if you were unlucky enough to run out of gas at some other hour, you were out of luck as well. It was reminiscent of the war rationing days, but in this instance it was worse.

Do You Need
Arcade Equipment
RAY GUNS
or CONSOLES?

SEE —

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

veloped. Stocks were sold out overnight. Ingenious devices for substituting for power appeared. A gas station owner jacked up his car, and with the aid of a pulley made the power for selling gas. Another hitched a belt to the sprocket of his bicycle and his small son pumped on the bicycle while pop sold his gas. Old fashioned hand pumps we used to see that sold gas were dug up from somewhere and appeared at the stations.

Those stores and factories that owned oil using generators did business as usual, but they were very, very few. Experts say that the strike set reconversion back at least a year.

I visited the Coin Machine factories. The machines you may have been expecting this month won't get there. Delivery dates have been pushed back, back, back . . . it's almost too much to ask of these intrepid men . . . beset by lack of lumber, glass, copper, steel . . . and slowly eating their hearts out to make things go . . . now add THIS.

The great White Way of Chicago, the Rialto of Theatre and Nite Club was as black as wartime London. It wasn't a brownout . . . it was a blackout. I entered the Cathedral of all the Stores, Marshall Field and Co. It was eerie. The showcases were all dead . . . a few faint glows from small lights in distant corners. Shadows flitting about like figures in a tomb. The darkness added a sort of hushed silence. NO MOVIES.

People had to learn to stay home and talk. The art of conversation was revived. The old fashioned habit of calling on people and visiting was revived. A few of the legitimate theatres had their own generating plants so the SHOW went ON.

And so in darkness, let me bid you adieu and hope that the light will again shine on the coin biz.

New Skeeball Game

DETROIT—A new skeeball game, Bang-a-Fitty, is being built by Isador Edelman of Edelman Amusement Devices. Many operators have stopped in to see the new game. Reports from preliminary testings are good.

EVANS

Symbol of Superiority
in
CONSOLES

H. C. EVANS & CO.

1520-1530 W. ADAMS STREET • CHICAGO 7, ILLINOIS

IMMEDIATE DELIVERY!

BLACK
CHROME
CABINETS \$29⁵⁰
COMPLETE

BRAND NEW!

GOLD or
COPPER
CHROME
CABINETS \$29⁵⁰
COMPLETE

BRAND NEW!

GENUINE
SILVER
CHROME
CABINETS \$39⁵⁰
COMPLETE

BRAND NEW!



Fit All Mills Escalator Type Machines!

Specify 5c, 10c or 25c play; 2/5 or
3/5 pay.

These Brand New Features Included:

- Light durable wood cabinet
- Drill-proof lining
- Chrome castings (silver, gold or copper)
- Metal reward plate
- Club handle
- Denominator
- Knee action
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"IF YOU MISS US - YOU MISS MAKING MONEY"

RIVIERA
CONVERTED FROM
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ZOMBIE **DO-RE-MI**
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DOUBLE PLAY **LEADER**
WEST WIND **DUPLEX**
SKY BLAZER **KNOCKOUT**

\$60
F. O. B. FACTORY WILL BE PAID FOR ANY OF ABOVE LISTED GAMES.

Conversions for outright sale \$249.50 ea.

UNITED Manufacturing Company
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SEND IN YOUR GAMES FOR CONVERSION

King Bowls 'Em Over

LOS ANGELES—One of the most interesting and fascinating characters in the Coin Machine Industry in the West is Dan King III, President of Western States Distributing Co., San Francisco, and Western Factory Representative for Pace Manufacturing Co., Chicago.

Dan is a true westerner, born and raised in the saddle down Texas way, and right proud he is too of his western heritage. Through a rather short lifetime he has perhaps crowded more experience and thrills than any one else in our business and now as Pace representative selling hundreds and hundreds of machines he is adding another thrill to an over-filled repertoire. He has sold over 1200 new Pace machines and converted a lot of operators to Pace exclusively.

King will be the subject of a feature article in an early issue of THE REVIEW and an interesting yarn it will be, too!

FOR SALE

Well established Coin Machine repair business in the Los Angeles area. Good lease, convenient location. Step in and go to work. Price: \$12,000. Write Owner at

BOX 775

The COIN MACHINE REVIEW
1115 Venice Blvd., Los Angeles 15, Calif.

Karnofsky Joins CMR

LOS ANGELES—THE REVIEW's staff, increased and augmented since VJ Day, added another during May when Louis Karnofsky joined its swelling ranks.

For the past eight years Karnofsky has covered the Seattle and Pacific Northwest beat and was one of the nuclei upon which THE REVIEW's present country-wide staff of correspondents was built. He served with the Army Signal Corps for 38 months. While stationed in the Aleutians, his breezy monthly letters kept REVIEW readers informed on doings in the Far Northland.

Copper, Parts Shortage Crimp Manufacturers

CHICAGO—Two items currently ranking high on the list of critical materials in the coin machine field are electronic parts and copper. Shortages of these two items have caused at least two large manufacturers of home radios to close their plants. And the Coin Machine Industry is meeting difficulties all along the line because of these shortages.

Strikes and lack of basic raw materials have combined to create a situation which seems to grow darker daily. The shortage of copper is particularly serious because it produces shortages of the component parts needed by manufacturers. For example, there is no substitute for copper wire in transformers, speakers, fractional horsepower motors, and cables.

Big copper producers such as Anaconda and Kennecott are far from optimistic. Strikes among miners and refinery workers are paralyzing production and stock piles are getting dangerously low. Foreign imports are still under the control of the Metal Reserve Corp. and there has been some talk of putting the domestic supply back under government control.

In March, manufacturers of copper products, including wire, estimated their requirements at 713,161 tons with a total "visible" supply of only 417,008 tons. This left them with a deficit of 296,153 tons. Representatives of copper producing and smelting firms say that supplies have been dwindling steadily since then.

Manufacturers of automatic phonographs report that their plants are running at one third to one half their capacity. No shutdowns have been reported.

Cabinets, formerly a scarce item, are coming through slowly. In fact, though they really are still scarce, they are coming as fast as they can be used because of other shortages.

N.Y. Arcade Changes

NEW YORK—Odds and ends from the Arcades: Marion Webster's Staten Island Arcade has been purchased by Bob Jacobs. Bob hasn't opened it for the summer yet. Ken Bails is planning to purchase a Coney Island Arcade. McKim Smith has re-opened his Arcade. Myer Wolf, Atlantic City arcade man, is vacationing in Florida. The Arcade Owners' Ass'n. expects to listen to Ben Fielding, New York license commissioner, at their next meeting.

STANDARD BRANDS

Presents the

MACHINE TESTER

Locates trouble instantly in all electrical devices. Tests continuity, open circuits, grounds, etc. Short circuits easily detected. No blowing of fuses. Highly efficient. Easy to use. Perfectly safe. Every operator should have one.

\$9.50

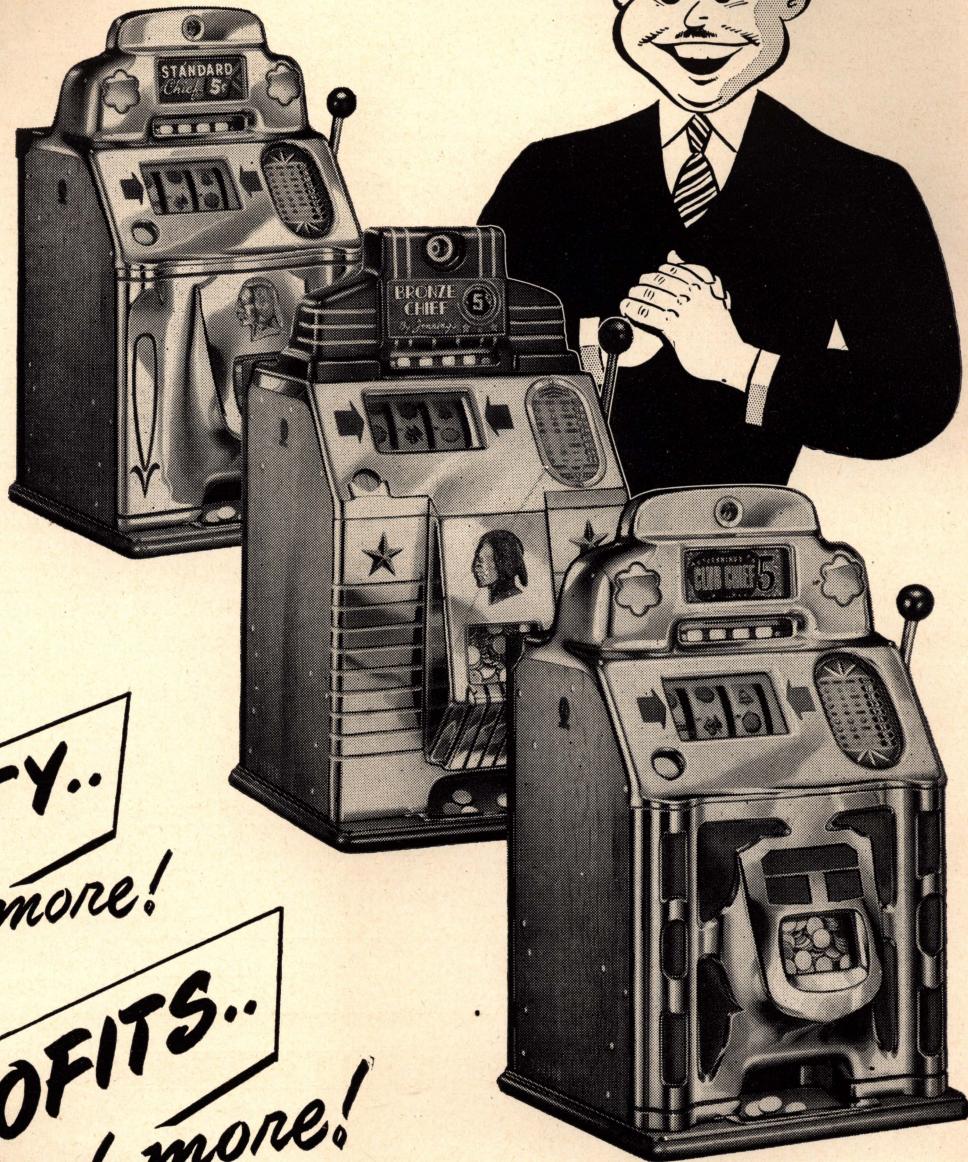
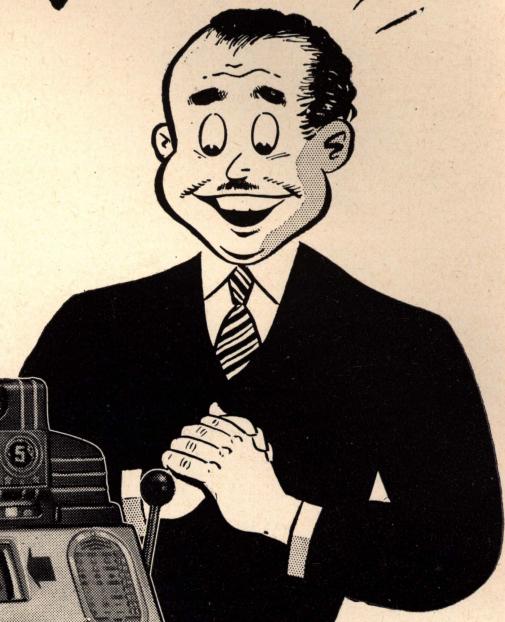
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Badger Novelty
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Milwaukee



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SPARKLE..
and more!

BEAUTY..
and more!

PROFITS..
and more!

Terrific! . . . Of Course, it's from Jennings!

Now on display at your distributor's or dealer's.

O. D. JENNINGS AND COMPANY

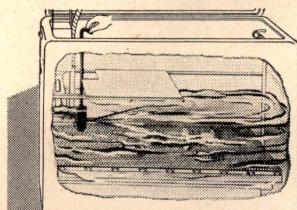
4307-39 WEST LAKE STREET • CHICAGO 24, ILL.

Clean

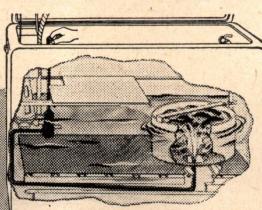
**LESS CLEANING TIME
MORE PROFIT TIME**



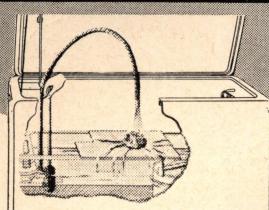
**COIN MACHINES
FAST AND THOROUGHLY**



Pump Agitation

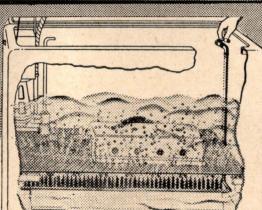


Fountain Surge Agitating

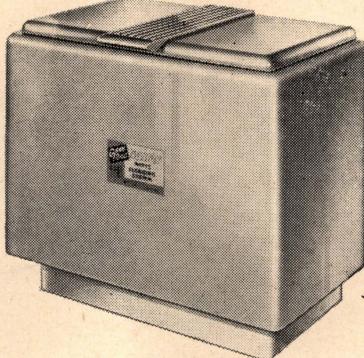


Hi-Volume Hose Cleaning

4-WAY ACTION
at the twist
of a wrist



Air Agitation



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GRAY-MILLS AGITOR PARTS CLEANING SYSTEM

It's new . . . it's a labor saver . . . and a profit-maker. It's designed for faster, more efficient cleaning of coin machines of all types.

It's no longer necessary to completely disassemble intricate gears, chains, springs and wheels—with an Agitor the entire machine can be placed in the tank. Cold cleans with the safe, efficient solvent . . . Agitene. Removes oils, greases, dirt, and sludge . . . speeds overhauling, reduces maintenance time . . . puts machines back in service sooner.

Agitor's Hi-volume Centrifugal Pump plus the air-agitation feature provide 4 different cleaning actions. Frees the mechanic from tedious cleaning tasks, increases his time for skilled operations, and increases your profit-time.

GRAY-MILLS CORPORATION
1966 Ridge Avenue • Evanston, Illinois

Gray-Mills Corporation, Evanston, Illinois

Please send catalog on Agitor Parts Cleaning Systems.

Name _____

Position _____

Company _____

Address _____

City _____ State _____

New Coin-Radio Entry

CHICAGO—Coin-o-Matic Hotel Radio and Television, Inc., with headquarters at 120 S. La Salle St., has announced its intention of entering the coin-operated radio field. In addition to standard sets, the company intends to operate coin-controlled television and FM radio sets in hotels.

Coin-o-Matic is headed by Kennon V. Rothchild. Associated with him are John W. Palmer and Harold E. Blanchette.

Plans for the television and FM sets are, necessarily, still indefinite. Initial locations will be first-class hotels.

Coin-o-Matic's six-tube radio, manufactured by a Minneapolis company, differs from models shown heretofore. It is a table model with a white plastic cabinet

and has coin chutes and a clock on the front. High selectivity is claimed by reason of the use of a three-gang tuning condenser. The radio will operate two hours for 35 cents or 30 minutes for 10 cents. However, once the patron has inserted his money, the radio must play continuously in order to obtain full playing time. If it is shut off, the coin drops immediately into the coin box.

The company plans to install and service the radios, giving the hotel a percentage of receipts. According to announcement, advance orders for 10,000 are already on hand.

Because few hotel rooms are equipped with clocks, advertisements in hotel trade papers will probably use the electric clock on the face of the set as one selling point.

Coin Laundries Offer Many Possibilities

NEW YORK—Coin-metered washing machines have been in use in apartment houses for almost 13 years. But the current shortage of washing machines in homes has led to many new developments in the use of coin-operated laundry equipment. Two large firms, Telecoin Corp. and Automatic Laundry Distributors, Inc., have been doing pioneer work in this enlarged field.

Telecoin has established self-service laundry stores in various cities throughout the country. These stores, operating under the name of Launderette, use machines made by Bendix Home Appliance Co. Telecoin grants operators a franchise for specific areas and supervises the establishment of the stores.

In addition to the Launderette stores, Telecoin has other plans in the coin machine field. A new bulk milk vendor is out of the blue print stage; an early announcement is expected concerning a fruit juice vending machine said to have important innovations.

Automatic Laundry's stores use Westinghouse equipment and operate under the name of Laundromat. Equipment sold to the operators in a unit includes washers, dryers, extractors, water heaters, water softeners, scales.

The coin-operated laundry is being watched with interest by coinmen. The need is evident—manufacturers estimate that 5,000,000 washing machines will be needed to fill the existing demand and it will take some time for supply and demand to balance.

Self-service laundry centers open up new possibilities as locations for other types of coin machines. Beverage vendors, candy vendors, and many other types of vending machines should go well in such locations. And why not an automatic phonograph or a coin-operated radio so that the ladies may have music while they wait for the machines to do their laundry? This would add an all-important touch of glamour and do away forever with any thoughts of drudgery in connection with wash days—a far cry indeed from the days of the washboard and the big galvanized tin wash tubs! Perhaps some of the new food vendors would find a good reception here. Sketchy meals for the family on wash days would then also be things of the past.

Ass'n. Invites Vendor Ops

LOS ANGELES—Vending machine operators are invited to attend the monthly meetings of the Western Operators' Vending Association, held at 7:00 p.m. on the last Tuesday of each month in the dining room of the Gates Hotel, 6th and Figueroa Streets, Los Angeles.

Philip N. Sreden advises that membership dues are \$9 a year and cover the cost of the dinners.

**The NEW
CHANGE-MASTERS**
**SOLID ALUMINUM CASTING
POLISHED CHROME
HOLDS \$10 IN NICKELS**

\$9.85 Each

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**IT'S TREMENDOUS AS A MONEY-MAKER
and *LEGAL EVERYWHERE***



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ROLL-A-BALL

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THE NINE BALL ALLEY

**WITH THE PLUS +
FEATURE**

Thrill Skill

REVOLVING BARREL

not just another skee ball alley . . .
It's the greatest income producing
LEGAL GAME ever manufactured.
And that has been proven where the
proving means most . . . on location.
Hundreds of **BARREL ROLLS** are now
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nabbing nickles . . . fast. Get Your
Share of This Gravy. ORDER YOUR
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FEATURES

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Tested • Solidly Constructed
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**COIN
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Best Frozen Foods Customer Will Be The Average Family

NEW YORK—The vast potential market for frozen foods represented by the average family and what can be done to develop still greater mass consumption was outlined recently at the first annual meeting of the Frozen Food Foundation in Syracuse, N. Y.

Domestic usage of frozen fruits has increased about five and a half times in the last decade, and usage of frozen vegetables has jumped twenty-fold in the same period, according to the Foundation. The industry volume of all types of frozen foods now amounts to well over a billion pounds annually. Since 1935 frozen fruit production has increased from 59 million pounds to 354 million pounds, and for the same period frozen vegetable production has jumped from 12 million pounds to 259 million pounds.

These gains are impressive, but much progress is still to be made—and the Coin Machine Industry, profiting by the groundwork done by the food industry, can expect to have a large part in this relatively new field.

Up to the present time, most of the distribution of frozen foods has been through institutional use by hotels, restaurants, etc. To attain the maximum potential of frozen foods—10 to 11 billion dollars annually—mass consumption must be raised through American families.

With the settlement of strikes and relief from material shortages, manufacturers are expected to capitalize on the demand for frozen food vendors of all types and to join with processors in raising the average family's consumption of frozen fruits, vegetables, meats, fish, dairy products and delicatessen items.

The need of concentrating attention on the family is shown by the fact that in 1944 only 7 per cent of the frozen fruit pack was put up in retail sized containers (one pound and under) and that less than half the frozen vegetable pack moved to market in consumer sizes.

To overcome this bottleneck, Paul Mazur, investment banker and retailing expert, three years ago organized Frozen Foods Products, Syracuse, with several other manufacturers and a number of stores later cooperating in planning a program for mass distribution of frozen foods through department stores.

This corporation developed a "Frostmaster" service for over-the-counter department store sales, involving specially developed selling methods and equipment, and a home-delivery frozen food service to cus-

tomers having adequate frozen food storage space.

Based on experience with 300 Syracuse families, Frozen Food Products found that while the average consumption of frozen foods amounts to \$5 or \$6 yearly per family, sales under the Frostmaster plan top \$200 yearly per family.

As an outgrowth of the Frostmaster plan, the Frozen Food Foundation was established last year to guide department stores in obtaining high-quality, well-packaged frozen food products. A large number of department stores from coast to coast have followed Frostmaster distribution methods and proved that family consumption of frozen foods can be multiplied many times over the amount now consumed.

The lessons of these merchandising plans are being taken to heart by manufacturers of automatic coin-operated frozen food vendors, judging from recent reports. In Philadelphia, Charles Goldfine, theater owner, plans to capture some of the domestic consumer market by placing coin-operated frozen food vendors in a number of theater lobbies. Idea is that the housewife coming from a matinee can readily

purchase frozen vegetables, fruits and meats for the evening meal from refrigerated coin vendors in the lobby. Other machines would vend cold meats, potato salad, prepared salads, cheese and bakery specialties.

In the same city, considerable interest is being shown in merchandising complete frozen meals. Operators of automatic frozen food vendors are reported discussing such possibilities with Twenty-Minute Dinner Co., packers of pre-cooked, frozen meals. This company packs frozen sirloin steaks, fried chicken, chopped steak, tenderloin steaks, pork chops and a special chopped pepper steak. Meal consists of a meat course with two vegetables and a fruit dessert.

Meanwhile another announcement of intention to manufacture automatic frozen food vendors comes from Milton Rifkin, head of Frez-O-Mat Sales Corp., New York City. Frez-O-Mat frozen food dispensers of the familiar serve-yourself type have been tested over a long period in two national chain stores in Chicago. Success with these has convinced the company that coin-controlled frozen food vendors will find ready acceptance with one-man grocery stores, bakeries, dairy product stores, candy shops, delicatessens, and other locations where a ready market exists for frozen food but where the volume of business is not large enough to warrant the addition of more employees.

Nearly a tenth of the nation's 400,000

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Attention All Coin Machine Operators DO NOT OVERLOOK THIS

Make wall installations easy with new "Horvath" Masonry Bit—
75% saving in time over hand chiseling methods—Accurate,
clean-cut hole—Bit made of high grade carbon steel with tip of
tungsten carbide—Can be used in any electric, air or hand operated
rotary drill—For use on CONCRETE, TILE, STONE, ROCK,
MARBLE, SLATE, BRICK, CEMENT, HARD RUBBER and PLAS-
TICS of any type—Can be re-sharpened after 150 to 200 drill-
ings.

Drill Size	Length	Shank Size	Price
3/16"	3"	1/8"	\$2.90
1/4"	4"	3/16"	2.90
5/16"	4"	1/4"	3.50
1/2"	6"	5/16"	4.40
5/8"	6"	3/8" or 1/2"	6.90
1"	6"	5/8" or 1/2"	8.40

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Exclusive Distributors To the Coin Machine Industry

OPERATORS!

Since we insure hundreds of your present and prospective locations as Insurance Supervisors for the Southern California Tavern Association, is it not good business for you to insure with us?

Ask the Operators Who Do So!

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Specialists—Coin Machine Industry

Los Angeles 13, Calif.

retail outlets already are selling frozen foods, with as many and more looking for facilities to do so, says Edwin T. Gibson, vice-president of General Foods Corp. During 1945, he states, 300 commercial freezing firms packed 600,000,000 pounds of these new foods. The American people, he declares, have learned that quality is the best buy and that frozen foods represent top quality.

Processors and manufacturers have done yeoman work in making the average housewife conscious of the advantages of frozen foods. Furthermore, food editors of newspapers and magazines have taken up this modern way of buying foods and have helped develop the nation's appetite for high-quality, easily-prepared frozen vegetables and fruits. Frozen foods are a \$100,000,000-a-year industry, and coin machine manufacturers and operators have an expanding market waiting for them.

To date, the danger of spoilage has been the principal factor in preventing coinmen from entering the food distribution field. Refrigerated machines have been slow in production—but this enforced delay has enabled manufacturers to give more study to problems and requirements in designing better equipment. Cooperation between coin machine manufacturers and the Refrigeration Equipment Manufacturers' Association also has stimulated new ideas about coin-operated frozen food vendors and has broadened the base of cooperation between the coin machine, refrigeration manufacturing, and frozen food industries.

The combination of these three industries—each well established in its field and possessing plenty of know-how—cannot fail, responsible spokesmen state, to produce a field of coin machine operation that conceivably will reach the proportions of automatic soft-drink vending operations.

Frozen food vendors now being manufactured not only accommodate a large variety of foods but also incorporate the latest refrigeration and service requirements. The Frez-O-Mat machine, for example, has 35 compartments for such various products as asparagus, chicken à la king, strawberries, broccoli, cauliflower and meats, but one coin chute will control the entire machine. The machine defrosts automatically every 24 hours, without spoilage of food. Lights automatically signal if the refrigeration unit fails, when a compartment needs restocking, and when the compartment is down to the last package or two.

According to 1945 estimates, the average person consumes 220 pounds of fruits and 287.7 pounds of vegetables, exclusive of potatoes, yearly. But of this total amount the individual's consumption is only 2.2 pounds of frozen fruit and 1.44 pounds of frozen vegetables.

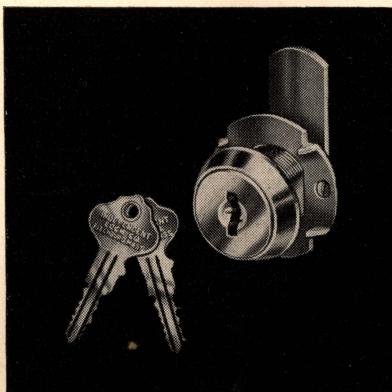
Obviously the frozen food industry, in spite of its growth, is only in its infancy. No time could be better than the present for the introduction of efficient automatic frozen food vendors, coupled with alert, aggressive methods of merchandising products for which the public is showing an increasing preference.

Electronic Cooking

CHICAGO—Electronic cooking and electronic sandwich vendors were a subject of discussion at the annual convention of the National Restaurant Association, in this city recently. Paul P. Logan, the association's director of food research, and J. C. Sharp, vice-president in charge of engineering of the Edison General Electric Appliance Co., Inc., indicated that electronic cooking was entirely practicable but probably would not be in general use for sometime to come.

Use...
HERCULOCK*

for "Tough-guy"
Dependability



No. 4750 Improved Herculock
— Maximum pick-resisting design. "Shark-tooth" keyway. Double-sided key. Wrench-proof cylinder. Extra heavy spur washer, retaining screw, and key. Cam movement 90 degrees. Thousands of key changes.



No. 4082S Coin Machine Lock, 5 Pin tumbler type. Solid Brass Cylinder. Cam movement 90 degrees. A high quality lock that insures safety and protection. An ILCO pick-resisting lock. Thousands of key changes.



No. 4010B Coin Machine and Cabinet Lock. Disc tumbler type. Die cast cylinder. 90 degrees cam movement. A strong, secure lock for vending machines.

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If you really burn when your agent reports — "coin-box lock picked, contents gone" — you'll keep cool and collected by installing HERCULOCKS on all your coin-machines. Ruggedly built inside and out from selected materials, HERCULOCKS embody shock-resisting, pick-resisting features that mark them as leaders in their field. Here is the extra security you want . . . the "tough-guy" dependability for which ILCO HERCULOCKS are famous.

All of these locks can be supplied with various shapes, styles, and sizes of cams to suit particular applications. Descriptive booklet on request.

C-7



Independent Lock Company
Fitchburg, Massachusetts



Trade Talk

by

PAUL W. BLACKFORD

In the 13 years now ending that I have been at the helm of this trade publication, it has been my privilege to sit in the observer's stand and see the unfolding of some truly great programs for the betterment of this industry, and to lend a lusty shout and approval occasionally if I thought the effort was worth a hand.

In the March issue I took over this space to applaud the manufacturers for the tremendous job they were doing in trying to get equipment through to the operators. Very few, outside manufacturing and distributing circles, were cognizant of the difficulties the manufacturers were coping with to make the short shipments they were making.

With the cessation of hostilities in the Pacific there was an optimistic feeling that it wouldn't be long until civilian production would be back to normal—but little did we know what the future held.

Our manufacturers met most of the difficulties and arranged production schedules accordingly until the soft coal strike started to be felt in Chicago. An Industry Observer making a report especially for us wrote: "Yesterday was one of the most de-

pressing days that I have had for a long, long time, and the reason is general business conditions. The air is full of strikes, and almost every other person you meet on the street is on a strike even though he might not admit it.

"The coal situation is very serious, especially so in Chicago. This is a condition that could not have existed were it not for the numerous government directives. If all the industries and coal yards would have been permitted to have a normal stockpile, we could stand this strike for many months to come.

"In calling on leading manufacturers I found nearly all of them neither willing nor anxious to talk. In fact, they were so down in the mouth that they were actually drooling."

Not a pretty picture, is it? And this observer believes conditions are going to get worse before they get better. He adds: "Maybe there will be an adjustment that will be more permanent than anything that has happened since V-E Day. This business of appeasement isn't satisfactory to either side. I have no quarrel with labor, not even labor unions, but they are getting so unreasonable that compromising will no longer work."

My only reason for passing along this intelligent survey of the actual conditions is to help you plan accordingly. You can well see that the flow of new equipment will become a mere dribble before long if such conditions continue. We predicted this in TRADE TALK in April and May.

And so once again I want to compliment the manufacturers who are now, and in the months ahead, delivering what equipment they can to keep the Industry mem-

bership interested. They are battling hardships and shortages that make such deliveries, under current conditions, truly monumental.

Want More Drink Vendors

CHICAGO—A country-wide poll conducted by *American Carbonator and Bottler* to determine bottlers' preferences in coolers and methods of refrigeration reveals that soft-drink merchandisers want more coin-operated vending machines to boost sales and open untapped outlets.

Most bottlers agreed that large-capacity automatic vendors are needed for new outlets developing in such places as factories, hotel lobbies, office buildings, service stations, beauty parlors, bowling alleys, lodges and laundries, where efficient self-service is desirable.

Poll also revealed that manual-icer types were mainly desirable for rural communities and small locations.

The trend seems to be toward larger capacity for both coin-operated and manual type of dispensers. This is in line with coin machine manufacturers' new models with larger bottle capacity and, in the case of bulk vendors, with capacity up to 1,000.

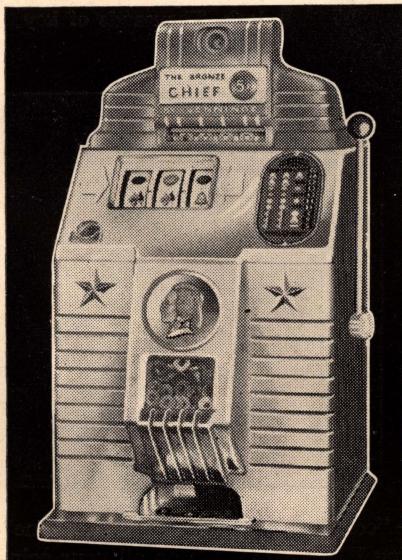
Some bottlers think that the higher cost of coin-operated vendors is the determining factor in decision of which type of service to install in a specific location.

MANUFACTURER WANTED Newspaper and Magazine Vending Machine

A client of ours has patented a fool-proof coin-operated machine for vending newspapers and magazines. He is seeking a responsible party (preferably a manufacturing concern) to finance its production. He is willing to enter into a liberal profit-sharing agreement. The machine can be manufactured inexpensively of sheet metal or other light materials. It has only a small number of moving parts. No electricity or other outside source of power required. Machine is about 30' deep, about 48" high. Will deliver a large or small number of newspapers or magazines, or a combination of both. Profitable in any spot where a man cannot be stationed. One operator can service at least 100 machines daily.

Address inquiries to:

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THE BRONZE CHIEF

... with its everlasting beauty, sparkling chrome finish, burnished bronze, hand-rubbed walnut case with artistic trim. Quantities are limited—Demand is overwhelming—Order now for early delivery.

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DISTRIBUTOR

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WE TAKE THE GAMBLE WHEN YOU BUY FROM US!

Any Machine We Sell Is Guaranteed to Satisfy or the Shipment Can Be Returned Within Five Days After Delivery for Full Cash Refund of Purchase Price Less the Transportation charges.

GET OUR PRICES

MILLS GOLD CHROME BELLS
MILLS SILVER CHROME BELLS
MILLS BROWN FRONT BELLS
MILLS BLUE FRONT BELLS

MILLS CHERRY BELLS
MILLS BONUS BELLS
MILLS MELON BELLS
MILLS CLUB CONSOLES

BAKERS PACERS

ALL MODELS — ALL COIN PLAYS

We Specialize in Rebuilding Mills Slots and Paces Races
SEE US FOR PACES RACES — Service and Supplies

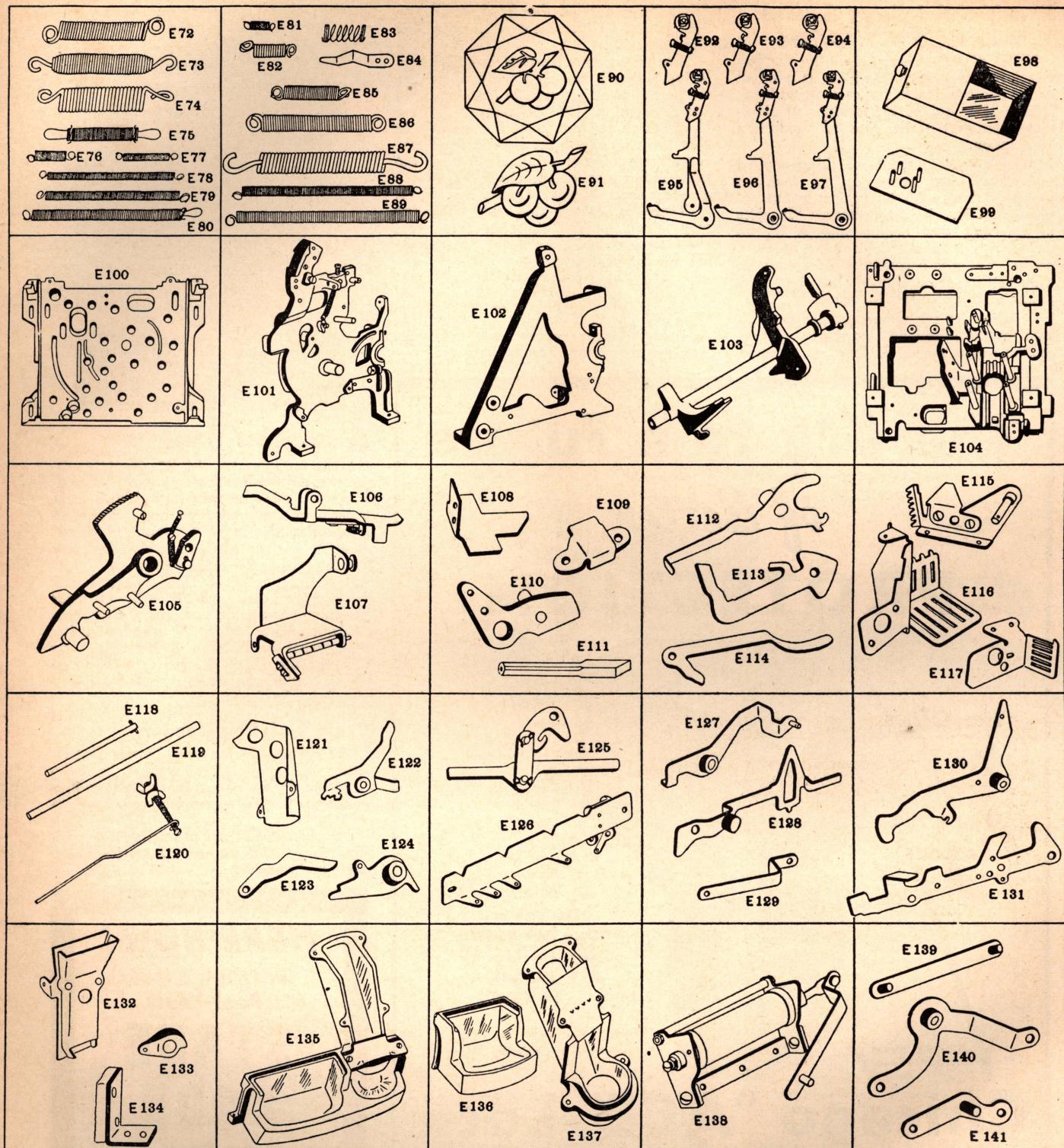
BAKER NOVELTY CO.

1700 WASHINGTON BLVD., CHICAGO 12, ILL.

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1946



E-72 Lower Operating Fork Spring... \$.25	E-89 Knee Action Lever Spring... \$.25	E-109 Main Operating Lever Retainer \$.25	E-125 Slide Push Bar Assembly... \$1.50
E-73 Clock Pull Spring..... .25	E- 90 Cherry Jewel, Brownfront type, ea. 3.00	E-110 Operating Lever Stop Assembly .50	E-126 Disc Stop Lever Support.... 1.95
E-74 Operating Fork Pull String.... .50	E- 91 Cherry Cluster Emblem, ea.... .95	E-111 Operating Fork Stop Pin.... .75	E-127 Overflow Pushout Lever.... 1.00
E-75 Reel Operating Lever Spring.... .25	E- 92 Knee Action Attachments, set 3.95	E-112 Fan Stop Lever.... .75	E-128 Nonbeating Slide Lever.... 1.00
E-76 Short Escalator Spring.... .25	E- 95 Knee Action Levers, set.... 9.95	E-113 Payout Slide Lock.... .50	E-129 Reel Timing Lever Link.... .45
E-77 Lower Payout Lever Spring.... .25	E- 98 Cash Box, ea.... 1.95	E-114 Check Tube Loading Arm.... .75	E-130 Timing Lever.... 1.25
E-78 Safety Slide Spring.... .25	E- 99 Cash Box Door, ea.... 1.95	E-115 Timing Lever Bracket Assembly .95	E-131 Reel Timing Lever.... 1.50
E-79 Payout Slide Spring.... .25	E-100 Mechanism Base.... 2.95	E-116 Upper Payout Guide Bracket.. 1.25	E-132 Lower Coin Chute Assembly.... .95
E-80 Master Slide Spring.... .35	E-101 R. H. Frame Assembly.... 5.50	E-117 Payout Lever Guide.... 1.50	E-133 Operating Lever Dog.... .50
E-81 Short Escalator Spring.... .25	E-102 L. H. Frame Assembly.... 3.50	E-118 Reel Stop Lever Shaft.... .50	E-134 Oper. Fork Bumper Assembly.... 1.45
E-82 Upper Payout Lever Spring.... .20	E-103 Operating Fork.... 4.00	E-119 Reel Shaft.... .75	E-135 Money Cup Assembly.... 3.50
E-83 Escalator Coil Spring.... .15	E-104 Payout Base Assembly.... 4.00	E-120 Reel Brakes.... .25	E-136 Jackpot Money Cup, ea.... 1.25
E-84 Escalator Bar Clip Spring.... .25	E-105 Main Operating Lever.... 4.50	E-121 Check Tube Cover.... .50	E-137 Payoff Money Cup, ea.... 1.45
E-85 Stop Lever Spring.... .20	E-106 Disc Stop Lever.... 1.45	E-122 Check Tube Level Detecting Lever.... .75	E-138 Pump Assembly.... 3.45
E-86 Coin Advancing Lever Spring.... .25	E-107 Upper Payout Pushback Lever.... 1.25	E-123 Coin Overflow Push Lever.... .25	E-139 Piston Operating Lever Link.... .50
E-87 Operating Lever Spring.... .50	E-108 Payout Slide Stop Front.... .50	E-124 Check Tube Shutoff Latch.... .50	E-140 Piston Operating Lever.... 1.25
E-88 Escalator Extension Spring.... .25			E-141 Piston Operating Lever Support .50

EXPOSITION GAMES COMPANY
989 GOLDEN GATE AVENUE PHONE: WEST. 4036 SAN FRANCISCO 2, CALIFORNIA

Psychiatrist Says Games Will Reduce N.Y. Crime

NEW YORK—There would be far less crime resulting from gambling if pin-ball games and bookmaking were declared legal, believes Dr. Robert M. Lindner of Baltimore, secretary of the Medical Correction Association.

Suggesting that the same thing applied to coin-operated game devices but not charging them with being instruments of gambling, Dr. Lindner declared: "In spite of the fact that bookmaking is illegal, most people do not look upon it as a crime. There is a community pressure for the existence of bookmakers because of the public's natural urge for gambling."

Occasion for the remarks of the psychiatrist for the Maryland Department of Correction was a session of the Committee on

Crime Prevention of the American Prison Association. Of present conditions in New York he said:

"The tremendous increase in crime here is due primarily to misplaced emphasis on the part of public officials in tracking down and prosecuting petty violations of the law. I will think the anti-gambling crusade in New York is noteworthy only if the police concentrate on the criminals behind the thing rather than on the citizen who reads a racing sheet or plays a pin-ball machine.

"There is danger that this campaign may divert public attention from real crime to petty violations of the law that do not involve real criminals."

Greenstrand Back

BLUE EARTH, Minn.—Bob Greenstrand, "The Big Swede," is back on the job as Assistant Manager at DeLuxe Sales Co. Bob has just returned from Germany.



Lovitz Joins Jennings

CHICAGO—Dave Lovitz, recently appointed advertising manager for O. D. Jennings & Co., is credited with making a great success of the company's new advertising campaign. Lovitz works up the "idea" sketches for the ads and turns them over to the agency for development.

Prior to joining O. D. Jennings, Lovitz worked with Jack Leonard on the Superior Products advertising campaigns. Beginning his advertising career in the advertising department of Balaban & Katz, he later founded the David B. Lovitz Advertising Agency, which he directed until his induction into the Army.

Tests Hot Dog Vendor

CHICAGO—Jack Lewis, Lewart Distributing Co., national distributors of the Radio Chef hot dog vendor, has location-tested his machines in Chicago and reports good results.

Nearly 25 machines were placed at various locations ranging from factories to theaters and arcades.

The Key to a Future of Better PROTECTION

COIN
MACHINE
REVIEW

22

FOR
JUNE
1946

**The ONLY
Key that
will
Open the
Famous**

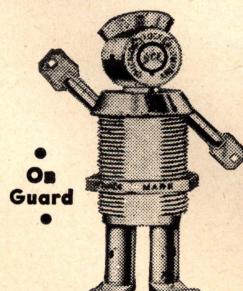
↓
Shown about
twice actual
size



**The One and
Only Ace ROUND
Key. Patented by
U. S. PATENT No.
1984202**

← Note Individually
Notched Muzzle

Chicago "ACE" Lock



Here you see an enlarged illustration of the famous Chicago Ace ROUND Key. Its different construction—protected by exclusive U.S.A. Patents—assures protection otherwise impossible. Fraudulent duplication practically impossible. Seven different located notches on key, with each notch made in seven different depths affords over 80,000 key changes. Think of that! All of which again proves that when you install Chicago Ace Locks you get the utmost protection . . . REMEMBER—there's a CHICAGO Lock for EVERY Purpose . . . and all assure—

"Utmost Security"

CHICAGO LOCK CO. 2024 North Racine Avenue
Dept. 9-B, Chicago 14, Ill.

**HERE NOW!
Gottlieb's New
Post-War
STAGE
DOOR
CANTEEN**

**5-BALL NOVELTY GAME
FLASH, ACTION,
APPEAL and COLOR
NOT A REVAMP!
\$274.50**

EXCLUSIVE DISTRIBUTORS

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15

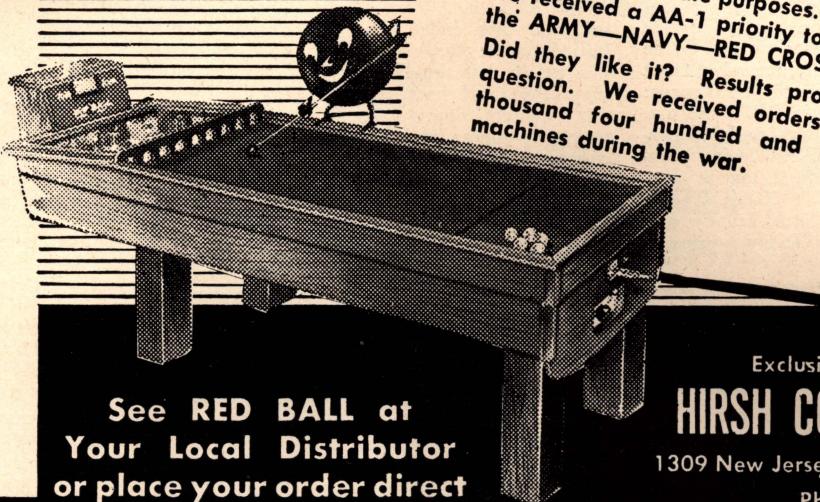
HERE IS THE

RED-BALL

MACHINE THAT'S SWEEPING
THE COUNTRY

IMMEDIATE DELIVERY

We are producing and delivering 150 RED BALL machines per day. No other manufacturer in the coin machine business today can make this statement. It was with absolute confidence and foresight that we bought materials and supplies far enough in advance to enable us to have this material on hand in order for us to produce these machines. This venture involved over a million dollars. That was our confidence in RED BALL and the operators throughout the country justified our beliefs.



See RED BALL at
Your Local Distributor
or place your order direct

News Vendor in Use

VANCOUVER—"Auto Newsy," Canadian-built coin-operated newspaper vendor has gone into operation, selling the *Vancouver Evening Sun*. Machine has two coin slots for five-cent daily papers and ten-cent Sunday editions. It features a large, unbreakable glass visor which displays newspaper almost down to the fold, and is said to be completely weatherproof.

Patented in Canada and the United States by Automatic News Vendors, Ltd., and manufactured by Western Steel, Ltd.

both of Vancouver, the machine operates on the newspaper press needle roller principle and simple gravity. When a coin is deposited, needles on a revolving roller seize the paper, and draw it down to the slot where customer takes delivery.

The Jensbold Mfg. Co., Olympia, Wash., is producing machine for the U. S. market and is said to have orders from newspapers in Portland, Tacoma, Seattle and Spokane.

Two other types of news-vending machines are in operation in West Coast cities—the Brownie, manufactured by Simplex

RED BALL is not a pin game and is not a pool table.
RED BALL is a combination of both. It has the appeal of Pin Ball and the skill of Pool or Billiards.
RED BALL is absolutely **LEGAL** everywhere.
RED BALL is a beautiful, well constructed machine of RED OAK and the dimensions of the machine are 33½ x 8'7" long. It has an electric scoring device. It takes one minute and 25 seconds to play one game.

Ask any operator about the \$95.00 weekly receipts they get from **RED BALL** and they only have to pay 40% commission to the location. It will pay for itself in eight weeks.

RED BALL was discovered just before the war was declared. The war stopped us cold. We could not manufacture due to restrictions. We then presented it to the Armed Forces and asked their opinion of **RED BALL** for morale purposes. They accepted it and we received a AA-1 priority to manufacture them for the ARMY—NAVY—RED CROSS and USO CLUBS.

Did they like it? Results prove and answer your question. We received orders and delivered eight thousand four hundred and forty-one **RED BALL** machines during the war.

Operator's Price **\$395**

Exclusive National Distributors

HIRSH COIN MACHINE CORP.

1309 New Jersey Ave., N.W., Washington D.C.

Phone HObart 3170



A bank of new Pace slots in Harold's Club in Las Vegas, Nevada. This popular club, with a daily visitor average of more than 5,000 people, has over 100 Pace slots in operation. Dan King III, Pace Western Representative, sold the club exclusively on Pace machines.

Mfg. Co., Oakland, and the Servex Dispenser.

Chief problem with all three machines is small capacity. The 30-unit machine is adequate for small communities, but cannot service large communities. However, newspapers throughout the country are reported interested in automatic news-vendors and six new machines have been patented.

Monte Carlo Small Time

NEW YORK—According to Walter Winchell Monte Carlo is not what it used to be. In a recent column he reported "People back from the Old Country report things are so tough at Monte Carlo that it has become strictly a small-time gambling joint with nickel slot machines lining the wall."

Courtesy is making your guest feel at home when you wish he were.

Immediate Delivery ABT COIN CHUTES Mills Vest Pocket F.P., Chutes.....\$3.50 — SEE — PAUL A. LAYMON <small>DISTRIBUTOR</small> 1503 West Pico Los Angeles 15
--

Canadian Coinmen Carry On Despite Restrictions, Shortages, High Prices

Dynamic Vic Little, Victoria's most progressive operator, has a patented all-metal coin-operated radio. Installation of the first 11,000 sets began May 10. The radios, manufactured at Asbury Park, New Jersey, play one hour for 25c. Hotels in Victoria and Vancouver are first on the agenda, with other Canadian towns following shortly. Vic, a veteran of eleven coin-gaming years, plans to operate the units in British Columbia and function as distributor for the rest of the Dominion.

So you stateside operators think the price of equipment is too high, eh? Well, put away your crying towels, fellas, and listen to the sad lament of your Canadian brothers-in-business. During the war, ops were not allowed to import equipment. While that restriction is now off, excessive taxes are still in effect. Here are the figures: 25% duty, 25% excise tax, 15% war tax, 10% exchange, 8% sales tax, and 4% custom broker's commission. All levies pyramid, so that when the total tax is computed, it slightly exceeds 100%. To be more specific: In 1940 *Club Trophy* sold for \$225 in the U.S.A. Today's price is

\$325. Delivered in Canada, it costs \$700. Sale price of a *Victory Special* is \$589.50. In Canada pyramiding taxes boost it to \$1250. A 1015 Wurlitzer costs Canadian ops \$1115 plus freight from Toronto. Phonograph records range from 60c to \$1.25. Are you Yankees still complaining?

The strait-laced Canadian Government and its strait-laced citizenry have combined to throttle candy, cigarette, and milk vendors, and to keep phonographs out of beer parlors. An aggressive operator tried installing candy bars and cigarette machines but the city council—heeding indignant protests from the merchants—countered with a \$60-per-month-per-machine tax, and that ended that. A livewire installed sanitary milk vendors in Vancouver war plants but the Health Inspector gave them the royal boot. Merchants maintain that vendors deprive them of over-the-counter business, and they brush aside any suggestions that the machines' public service functions would allow them to spend more time consummating more profitable sales.

The Big Three in Canadian phono circles are Wurlitzer, Seeburg, and Rock-Ola. Smith Distributing, paced by two brothers of the same name, Hughie and Harold, will soon open their third branch: this one in Winnipeg. With offices in Victoria and Vancouver, the colorful duo handle Wurlitzer in a vast territory extending from Western Ontario to the Pacific Coast. They succeeded RCA Victor as distributor in 1945.

The brothers coin-started in Europe in 1925 selling Mills' slots to England, France and Germany, before migrating to B.C. shores. Hughie is president and Harold vice-president of Club Sirocco, Victoria's ultra-ultra night spot. If this eye-knocking layout were transplanted to any city in America, it would prove a veritable gold mine.

Inconveniences and delays because of the long water haul from the States have taxed the ingenuity of Canadian ops to the hilt. Typical is the case of Vancouver's Jimmy Wakely, who found himself unable to buy new phonos. He gathered together Wurlitzer Cabinet Models 700, 750, and 800, inserted Seeburg innards, used a chrome plate to breach the long Wurlitzer keyboard, and placed them on location.

Tea Time Tidings—B.C.'s biggest phono route changed hands recently when R. W. Murray of Vancouver sold out to J. Mideas and L. Laseros . . . Cowboy discs are popular in only one section of Victoria: Chinatown! . . . There are no stamp vendors in Canada because of a Dominion law prohibiting profit from the sale of stamps. . . . Al Seigel is Wurlitzer distributor in the Eastern half, extending from Toronto to the Atlantic Coast.

Western Canada's top wired music ops are George Ellis and West Coast Music. The thin scattering of locations make phone music impracticable in many locales. . . . Less than 3% of locations own their equipment. Most of those are in Alberta and Saskatchewan. . . . They are hailing Vancouver as a coming second Frisco, with its port facilities handling ever-increasing exports to Australia and New Zealand.

A. H. Pease, a dyed-in-the-wool Englishman, is operating music machines as well as selling farm implements. He plans to add plenty of new equipment to his routes as machines become available. . . . Shortages of parts continue to hamstring operations. . . . Victoria's war-time synthetic prosperity, caused by the shipyards, is beginning to ebb; tourist trade, after a record-breaking '45, hasn't been able to balance cash box returns as yet.

Location commissions on phonos run 40 and 50 per cent, with the rumor mill predicting a drop to 30 per cent because of prices of new games and the stiff taxes. . . . Hughie Smith has sold his house in Victoria and is taking up residence in Vancouver where he will manage the branch office. . . . The boys are streaming home from the war; as a result, Calgary and

(See CANADA, Page 26)

COIN
MACHINE
REVIEW

24

FOR
JUNE
1946

UNOBTAINABLE PARTS MANUFACTURED

Bring in sketch or old part
for precision duplication

LIGHT MACHINE SHOP WORK
TOOL & DIE MAKING
MODEL MAKING

Prompt Service • Reasonable Rates

Ra-Mal Machine Shop

1151 Venice Blvd. Los Angeles 15, Cal.
DRexel 4044 or WALnut 5452

... it's
different!

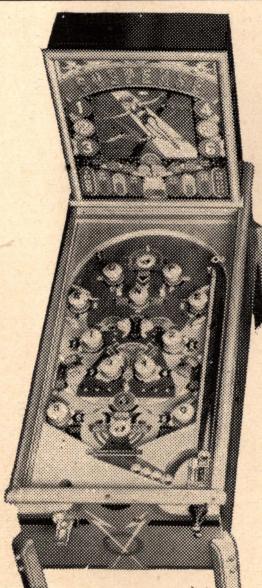
"SUSPENSE"

- "SCHEMATIC" PANEL
- VISUAL BALL LIFT

Order From Your Jobber
or a Williams
Regional Distributor

Williams

MANUFACTURING
COMPANY



161 WEST HURON ST.
CHICAGO 10, ILLINOIS

SUSPENSE

A 5-Ball Novelty

Game That

IS SWEEPING

THE COUNTRY

•

A SENSATIONAL

NEW GAME

by HARRY WILLIAMS

WE ARE NOW TAKING
ORDERS FOR THIS
OUTSTANDING GAME.

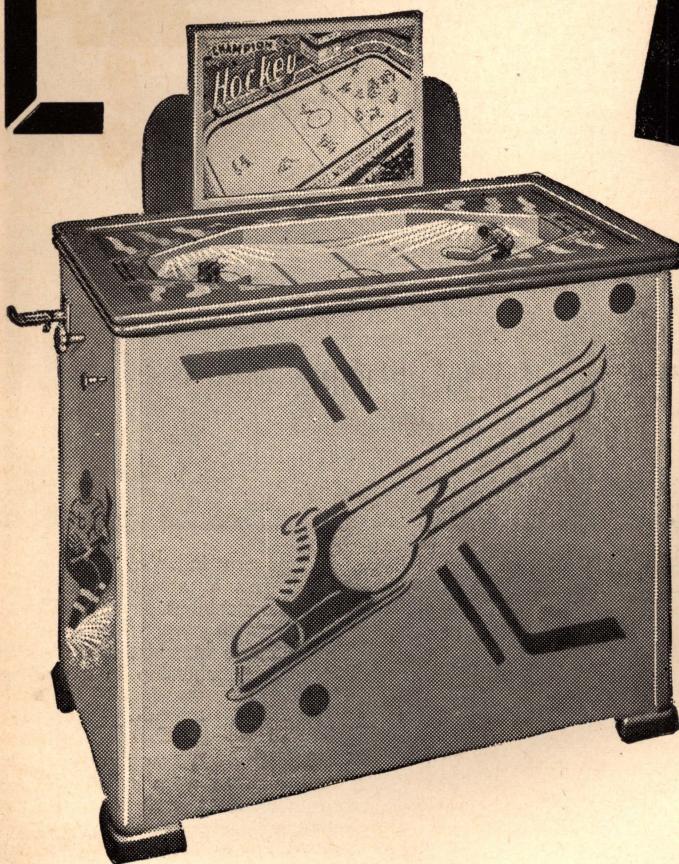
Come In Today!

PAUL A. LAYMON

DISTRIBUTOR
1503 West Pico Los Angeles 15

WHIRLWIND ACTION . . .

that's the
new 2 PLAYER
SENSATION . . .



- FAST, COMPETITIVE PLAY PULLS IN THE PROFITS!
- REALISTIC HOCKEY ACTION!
- ILLUMINATED PLAYING FIELD!
- QUALITY BUILT — NO SERVICE HEADACHES!

De Luxe Model

Only

\$289.50

Order from your
Distributor!



COIN
MACHINE
REVIEW

25

FOR
JUNE
1946

MAX GLASS MFG. CO.

914 DIVERSEY BLVD.

CHICAGO 14, ILLINOIS

W.R. BURTT

THE COIN TUBE MAN

Critical Types Offered Consumer Market at OPA Retail List Prices.

Radio Tubes for all makes of Coin Operated Machines

Write for Twice Monthly Inventory Release Sheet.

W. R. BURTT
442 N. SENECA WICHITA 12, KANSAS

COIN
MACHINE
REVIEW

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FOR
JUNE
1946

CANADA (Continued from Page 24)

Edmonton are showing increased collections.

Your correspondent has yet to behold a more beautiful home than is owned by Wurlitzer op-inventor Vic Little. A sumptuous stucco, fronted by plush-green lawn, trim trees, a clear-water pool, lavish interior furnishings, and back-grounded by virgin forest for year-round hunting, this is a dream home come to reality. A sturdy two-year-old son and charming wife complete the family circle.

Canadian ops are confronted with much the same problem as their Alaskan brethren: outside the main towns, locations are

DOUBLE INCOME
WITH
CHICAGO COIN'S
GOALEE
TAKES IN TWO
NICKELS WHERE ORDINARY
GAMES TAKE IN ONE
•
SUCH TREMENDOUS EARNING
POWER OPERATORS CAN'T
STOP PRAISING.
•
IMMEDIATE
DELIVERY
— SEE —
PAUL A. LAYMON
DISTRIBUTOR
1503 West Pico Los Angeles 15

so widely spread that transportation costs overtake profits. . . If you think there is red tape in the U. S. Government, squint an eye this way: the City Council can pass a law, but it can be nullified by the Provincial Government. Both the City Council and Provincial Government can approve, but the Royal Canadian Mounted Police can override both.

"You think phonograph prices are high?" challenges Harold Smith. "Well, look for them to go higher. I was at the North Tonawanda factory and saw how machines went through the assembly line and how certain parts were short and the machines had to be held up and run through a number of times before the unit was completed. Those delays are costing the manufacturer plenty."

Louis Karnofsky

Launderettes Subject Of Post Story

NEW YORK—Relating how Eugene R. Farney and Arthur W. Percival of Telecoin Co. first tried out their quarter-in-the-slot, self-service Launderettes at New York City's Parkchester apartment house development, an article in the May 4 issue of *The Saturday Evening Post* revealed that a total of 2,500 establishments in the near future is foreseen by the developers of Launderettes.

The Launderette idea was launched little more than a year ago, the article relates. Automatic machines were installed in a store and customers were permitted their use for half an hour for 25 cents.

Launderettes or similar laundry stores "seem likely to sprout all over the country," the article states, "either because it makes an ancient household task easier, transferring more work to machinery, or because it changes washing from a lackluster chore to a small event, putting it in the realm of shopping rather than in the realm of scrubbing."

**QUALITY PICTURES
FOR
PANORAM OR SOLOVUE**

**NOW READY
SERIES 19
"SENSATIONAL
SPECIALTIES
FROM THE
NIGHT CLUBS"**

**\$36 PER WHEEL
OF SIX SUBJECTS
SOUND OR SILENT**

**QUALITY PICTURES CO.
5634 SANTA MONICA BOULEVARD
HOLLYWOOD 38, CALIFORNIA**



Launderettes are independently owned, the article points out. "Launderette proprietors buy the machines, usually on terms, and pay the parent corporation a royalty for the Launderette franchise—for the coin meters and for membership in a uniform system."

Laymon's A Beehive

LOS ANGELES—"Heavenly days," declares Paul Laymon upon arriving at his jobbing establishment each morning. "So many operators are on hand it looks like we've advertised free nylons with every nickel drink."

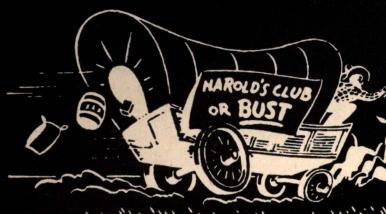
Fact of the matter is that the firm has been right busy in supplying Bally's new "Sport Special" and others in the Bally stable. "Right now we're getting some wonderful reports on 'Surf Queens' from the field," said Laymon, "and it looks like this game will be in for a long run."

On May 25th, Lucille and Paul left by plane for Indianapolis to visit Paul's mother, attend the wedding of his nephew, thence on to Chicago for a visit to some of the factories, and then plane back to Portland to be on hand for a Jack R. Moore convention. They expect to be back in L. A. on June 3rd. Mighty fast prancing!

Industry Pioneer Passes

SALT LAKE CITY—One of the Coin Machine Industry's colorful personalities, Raymond T. Stites, died here recently. Stites retired a year ago because of ill-health. At the time of his retirement he was secretary of the Victor Ball Co.

Stites began his career as a professional bicycle rider, appearing in carnival acts throughout the country. Later he became an agent for carnival acts. This early connection led to the development of a hobby which made Stites an authority on Western Americana. His collection of rare books, documents, and programs of Western theatrical and carnival events was nationally famous.



HAROLD'S CLUB

OWNED AND OPERATED BY RAYMOND A. SMITH & HAROLD SMITH
236 NORTH VIRGINIA STREET

30 March 1946

RENO, NEVADA

Western States Distributing Co.
63 Page Street
San Francisco, California

Attention: Mr. Dan King III, President

Dear Sir:

Here is news that will interest you, since you are the exclusive western distributors for the Pace Manufacturing Company.

After using all makes of slot machines for many years we have come to a definite conclusion, that the Pace slot machine is the best.

We have disposed of all other makes of slot machines since purchasing approximately one hundred (100) of your new 1946 Pace models.

HAROLD'S CLUB is now using Pace machines exclusively.

Yours very truly,

Harold's Club

Ray Smith
R. J. Smith, Manager

RIS:lm

COIN
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FOR
JUNE
1946

What More Can We Say?

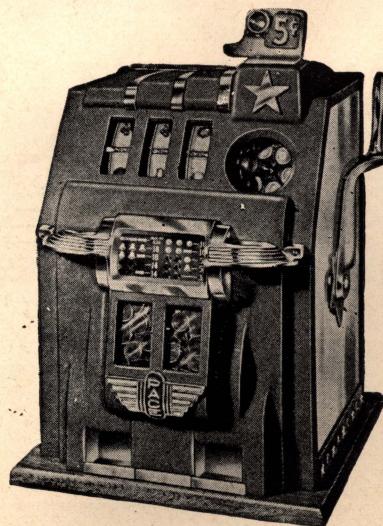
WESTERN STATES DISTRIBUTING CO.

Dan King III, President

EXCLUSIVE WESTERN DISTRIBUTORS FOR
PACE MANUFACTURING COMPANY

63 Page Street

San Francisco 2, Calif.



What's Going on? in the UNITED STATES

St. Louis

With business already plummeting due to the beer shortage, coin machine men face further loss in play if taverns are forced to close down because of fuel shortage. Delivery of equipment has already been affected, especially from Chicago which is hard hit by the coal strike. Ideal Novelty Co. reported that change to a two-day week program at Northwestern Corp. hits delivery of ball gum machines.

Only bright light in the St. Louis picture is a city ruling allowing taverns to stay open an extra hour at night resulting from the switch to daylight saving time. Most operators view this possible stimulant to coin machine play with a jaundiced eye, since the beer shortage is still closing most taverns three days a week. Long range outlook by some is that the extra hour will increase business during the hot summer months. Under daylight saving taverns can remain open until 2:30 A.M. on week mornings and until 1:00 A.M. on Sunday morning. The city ruling resulted from the rather unique situation of St. Louis being the only area in Missouri on daylight saving time. Taverns are governed by state statutes on Central Standard Time, which take precedence over city ordinances. Since the result is that taverns have to open an hour later, no one will be working extra hours under the new time set-up.

As if strikes and the beer shortage weren't enough, gloomy coin men point out the weird weather St. Louis has had the past weeks. Early hot weather in April prompted penny arcades at Westlake Park, Chain of Rocks Park and Sylvan Beach to make early openings. As soon as they were

ready for business, continuous days of cold and rain brought back the overcoats again, keeping St. Louisians inside and away from amusement parks. "Even nature's agin us," one disconsolate operator remarked.

J. S. Morris Novelty Co. claims top record among St. Louis coin machine companies for returning service men to their old jobs. Ten Morris men entered the service and promptly were scattered all over the world. Today eight have returned to their old jobs, a ninth is still in the Army, while the tenth departed for parts unknown after getting his discharge. Latest out of uniform is Robert Francel, now back on his old route after shedding Navy blue. The Morris Co. expects to move into their new building within the next few months.

Star Novelty Co. has recently undertaken a new training program for veterans. Five recent discharges were hired, three of whom were put on cigarette routes, one on a pin game route, and the fifth is being trained as a mechanic. This excellent break for the quintet is a part of Star's policy to train veterans for any new openings in their set-up. Star Novelty, by the way, is another outfit doing a refurbishing job at their Delmar St. location.

Frank Barcevic, East St. Louis operator, and the Victory Amusement Co. are jubilant recipients of new Rock-Olas from Ideal Novelty.

Immediately after receiving an Army discharge, Eugene Cotter from West Frankfort, Ill., hustled down to St. Louis to pick up some pin equipment for his locations. Another West Frankfort visitor was Fred Bolls, carnival operator. According to Fred the strike situation in West Frankfort, coal mining center, has cut down trade. "Money is getting tight and the miners are staying

away from amusements," he reported.

The stream of St. Louisians back from service to their old jobs continues with Jack Rose lined up with Bally, Simon Aron on the job again at Ace Distributing Co., and Hubert Burnett plying his old trade as mechanician on McCall Novelty's pin ball games.

Operators working at Heinie's Carnival around 8:20 the night of May 8th hardly knew what hit them, their trade vanished so quickly. The smell of smoke soon gave them the answer though, as a huge fire roared up from a warehouse five blocks away. Firemen worked on the blaze for four hours before it was gotten under control. Meanwhile the carnival emptied of virtually every customer, and discouraged penny arcade men along with employees in other amusements likewise wended their way to the fire in resignation.

Len LeSourd

Kansas City

We're waiting in Kansas City like the rest of the nation for the suspension of strikes, lifting of the freight embargo and for production of machinery to dispel that pall of lassitude that breeds in empty stockrooms. Even though business has gone into a tailspin because of the prolonged and continual operation of influences for business decline, vendors here are not tuning up their swan song for they expect their business to vault to its highest volume in the months ahead.

The current laundry strike here is giving a tremendous boost to the heavy interest already displayed in automatic, dime operated washers. Warren Doud, Telecoin Corp., has been fortunate in receiving Bendix equipment regularly and two more stores are now in operation here packed with coin washers.

Irwin Weiler, Consolidated Distributing Co., is adding the Shine-A-Minit automatic shoe shining machine. More interest is being displayed in this coin device than any other that has come to his attention, he stated. M. R. Kreisch, prisoner of war for sixteen months in Germany and who escaped to join guerrilla warfare, visited the firm recently and reported he is building up a fine route working out of Sedalia. Gilbert Wilkins is doing the same in Pittsburgh. N. C. Mueller, Mueller Specialty Co., of Wichita, along with his wife were visitors and left Kansas City to vacation in

NEW MACHINES!

Kleer-Flo Parts Cleaner and 30 Gal. Drum of Fluid.....
Evans Bangtails, Comb. F.P. & P.O., 7 Coin.....
Pace Cherry Bell....5c. \$250; 10c. \$275; 25c. \$300.00; 50c. \$300.00; 10c. \$500.00; \$1. \$600.00
Jennings Bronze or Standard Chief.....
Jennings De Luxe Club Chief.....
Jenn. Super De Luxe Club Chief.....

ONE-HALF DEPOSIT WITH ORDERS. BALANCE C.O.D. OR SIGHT DRAFT.

SPECIALS! FP CONSOLES Big Game, \$89.50; Big Game w/clock, \$119.50;
Silver Moon, Bobtail, Big Top, \$129.50 each.

Empire Coin

MACHINE EXCHANGE

2812 WEST NORTH AVENUE · PHONE: HUMBOLDT 6288 · CHICAGO 47, ILLINOIS



Available Again!

GOTTLIEB

GRIP SCALE

TRIED, TESTED AND PROVEN
OVER THE YEARS
IMMEDIATE DELIVERY

— SEE —

PAUL A. LAYMON

DISTRIBUTOR

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California. Ed Upshaw, Garden City, is an old-timer and a live wire who is getting some fine placements on Williams' Suspense pin ball games and Evans' Galloping Dominoes. C. C. Kemp who formerly was associated with other operators for many years is now building up a route for himself working out of Warrensburg.

The Advance Music Co. reported through Dave Cooper that an installation of an Aireon automatic phonograph was checked at the Fairfax Airport and that the play was double that received by the machine located there previously. "This is typical of the reaction Aireon is getting in virtually all locations," he stated. He reported that Manuel Snarley, route man working out of Lawrence, and Elmo Collett, who covers the Moberly territory, visited his showrooms recently.

Mildred Nelson at the United Amusement Co., reported the following visitors: James Longaker, Bellomatic Co.; Carl Tripple, Ideal Novelty Co. of St. Louis; Messrs. Knost and Baker of the Baker-Knost Novelty Co., Pittsburg; J. H. Wickware of the Wickware Amusement Co., Pittsburg, and Norman C. Mueller, Wichita.

Oma Miller stated that the new quarters adjacent to the Music Mart had been completed and in operation for the servicing of radios and record players.

The shortage of beer is cutting down the take of the juke boxes. Grin and bear it boys, it'll all work out okeh eventually.

Fred L. Cunningham and H. I. Guldner have started a help yourself laundry and the laundry strike is certainly aiding their venture at their new quarters. The machines are getting a rush of business at sixty cents an hour as they are not coin operated. However, the two operators are trying desperately to get quarters for further ventures using coin-operated washers. There's a good tip for Warren Doud, the Bendix man, if he needs it. Cunningham reported that he has had calls from hotels and persons even located outside the city, so great is the interest. Some callers have even wanted to help finance the purchase of new equipment. As soon as other locations are installed with coin washers, facilities will be furnished for bleaching, bluing and starching. Customers will have to bring their own soap. Due to the lack of large quarters available, the Help Yourself Laundry is restricted as to space and has no drying facilities which should be able to be remedied when Warren Doud receives a quantity of Bendix automatic dryers. (There may be other coin-operated dryers in process of manufacture but we have not heard about them.)

Robert Liley has just opened his Cigarette Vending Service and has installed Myer Nightingale as manager. Liley has been associated with Elmwood Products, F. S. Edwards Tobacco Co. coin division, for over fifteen years. He is rapidly getting locations for his Du Grenier cigarette vending machines and services them with his force of five employees. Later, he intends to operate a general wholesale business, acting as an exclusive distributor of nationally known coin machines.

With the date nearing when Vendo will move to the big plant formerly occupied by the Aluminum Company, the steel kitchen stools which were produced to keep an employee force in operation have been discontinued. Tooling on new Vendo products has been completed.

Most revolutionary of their new post-war devices is a steam oven, gas operated, to be formally announced to the trade at an eastern meeting to be held soon. Some 1,000 ovens will be produced in July. These in addition to the Vendo lines of soft drink dispensers, coin changers and an

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interesting garage door opener, will round out production at the new plant.

The venturesome Vendo brothers—Elmer, John, Fred and Carl Pierson—are going into an entirely new field with their new oven, which will be advertised as the "fourth cooking zone," companion to baking, broiling and boiling.

The bulk of the production will remain with coin-operated dispensing machines for soft drinks. Of several vending devices, an 83-bottle dispenser, also holding seventy-five bottles in a pre-cooling space, will be the machine produced in the largest volume. A 53-bottle vender, holding sixty pre-cooled bottles, will be made in quantity, as well as larger and smaller units.

Dev Thatcher

Boston

"Acceptance of candy vending machines has increased in the last four years tremendously," commented Edward E. Adams of Mills Automatic Merchandising Corp. "It was never on a more solid foundation than at the present time. Candy machine operators realize that quality merchandise and service are the paramount factors in keeping the business on this high level. There is no reason to doubt that the candy vending machine business is here to stay and is a prominent part of our national economy. We are getting our share of candy, all of which is on quota." Adams vends only the highest class candy bars.

Atlas Distributors has been cooperating with the Seeburg Factory Schools held in various New England cities. Louis Blatt, of Atlas, says they have been very successful with a good attendance. The schools, which included instruction on the Seeburg phonograph and music supplies have been exceedingly popular. Service engineers Charles Smith and Jack La Rue were instructors. Charlie Kelley is district sales manager. Among those who have been attending the schools is Walter Sorensen, sales representative of Atlas.

The Owl Mint Machine Co. have moved into their new quarters. They have a modern up-to-date repair shop and a parts

department for every type of coin-operated machine.

Among visitors at Associated Amusements have been Mr. Laniel, of Laniel Amusements, Montreal; Leo Pelletier, Fort Kent; C. B. Huntress, Salem; Ralph Moultroupe, Island Pond; E. C. Goodrich, Rutland; and many others.

The candy situation is decidedly bad in New England, in fact, worse than at any time during the war, in the prevailing scarcity. Wholesalers and retailers alike are hard hit on quotas by reason of the sugar shortage. Some "junk" candy is coming into New England from New York and New Jersey, according to a candy vending machine operator here, including hitherto unheard of brands. Good brands are still scarce, with operators having their troubles obtaining as much as they would like to have.

The Greene Distributing Co., handling Aireon, are now in their new quarters but the opening will be held later. Greene is New England distributor for Amusement Enterprises, Inc., of New York for Bank-Ball machine. Recent visitors to Greene Distributing included David Baker, the operator to receive the first Aireon machine in Massachusetts. He has installed it at Anchor Inn, Wollaston, and is very much pleased with the results. Among other callers were the two sons of I. Greenfield & Sons, Burlington, and Fred Tognacci, Framingham. Gene Happle, Aireon factory service man for New England, is in the Boston territory to assist operators who have purchased Aireon equipment.

The Hamel Distributing Co. will have an opening by mid-June. The company is already doing business in wall boxes and speakers, especially the former. J. William Greeley is manager of the office.

The situation is good in the cigarette vending machine business, says Louis Risman, of Mystic Automatic Sales Co. With the exception of Camels, which are still on a quota, there are plenty of cigarettes available.

C. Frederic Wellington

Fort Worth

While receipt of new coin machine equipment is improving, Fort Worth operators are still beset with shortages. It's the same old story of shortage of equipment, not enough beer for cafes and taverns and too little in food supplies for local restaurants. The greatest handicap for local operators is the current shortage of wall boxes. The scarcity of wall box equipment is getting acute. Manufacturers' promises of shipment of new boxes within the next few weeks is looked to for relief from the present

dearth.

Despite the shortages, collections for Fort Worth operators are slightly above the level of last year, which was handicapped during the spring and summer months by the laying off of war plant employees.

The current beer shortage which promises to be worse than last summer, has brought to light the operation policy of some local coin machine interests who have tried a coin machine-beer tie-up with owners of taverns, restaurants and retail beer locations. The coin-beer tie-up policy was one in which the operator of coin machines offered an assurance of a stipulated quota of beer for the privilege of placing his coin machines in the owners' places of business.

Clarence A. Cleere, Fort Worth distributor, recently addressed a letter to coin machine operators and beer distributors of this territory warning them that the beer quota tie-ups as a reward for coin machine locations, was a violation of the Texas Liquor Control Board's regulations. Cleere reports that he has received a flood of letters from both operators and beer distributors and pledging their support in helping to curb the beer tie-up policy.

A meeting of coin machine operators and distributors will be held next week when the problem of meeting the summer time beer shortage will be discussed. It is also planned to agree upon a method of combating the proposed tie-in plan of beer distribution in return for coin machine locations. The director of the Texas Liquor Control Board has promised his assistance.

W. E. Dixon, manager of the Southwest Amusement Co.'s local branch office, reports business excellent for the company's new branch. W. E. recently closed two nice deals for the sale of U-Need-A Pak vendors. Benny McDonald of the Star Coin Machine Co. has bought 100 new U-Need-A Pak vendors and 100 of the new vendors have been ordered by I. D. Hightower of H. & H. Sales Co. Friend Dixon says Fort Worth operators are enthusiastic in their approval of the Southwest's new branch office.

J. D. Rainey, who was a former local operator, is back in the coin machine business again.

D. C. Meyers of Fletcher, was a recent visitor to coin machine row. D. C. has a nice coin machine operation in several Oklahoma towns that border the Texas line. Another Oklahoma operator who is a regular buyer in the local coin machine market is O. B. Whiteside of Clinton.

Charles Beale of Bowie was buying coin machine equipment here last week. Also seeking new and used equipment was Pat Patterson of Grapevine.

The completion of Clarence Cleere Distributing Co.'s new home is the result of

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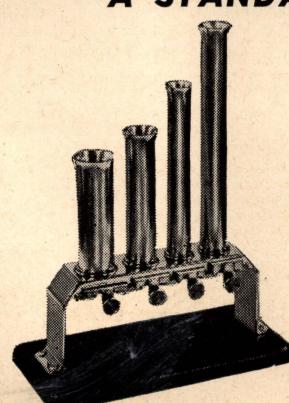
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several months of far-sighted planning. A complete new brick and concrete building has been added to the firm's former building at the same location. It provides a modern office, display and warehouse building with air conditioned comfort. A spacious 50 foot drive-in adds to the firm's conveniences provided for its patrons.

Frank W. Wood

Mississippi

The usual summer slump in the coin machine business in Mississippi has not been felt, as yet, but with the advent of the hot months of June, July and August, there is sure to be a letdown in profits from all coin-operated machines in the state.

At present, despite the fact that it is still difficult to get many new machines and parts continue scarce, business could not be much better, according to operators.

Operators are still having their troubles, and newcomers to the industry are being discouraged by existing conditions. However, many returning service men with money to invest are investigating the business and as a result many of these returning ex-G.I.'s are getting into the industry, some on a small scale and others as big time operators.

Among returning service men now located here and in this area are Neil A. McLean, George and T. J. Guido, Frank, Roy and Bobby Perrault, Pete Jackson, Joe Payne, John and Basil Zuccarro, Johnny Callon, James W. Sheppard, and a number of others including a group who have started in the business in Louisiana, across the Mississippi river.

The advent of professional baseball in Natchez, which is presently leading the league in the Evangeline loop, is attracting many persons to the baseball parks here and over the circuit. These baseball fans are for the most part coin machine players and whenever they come out for the games, the machines in various locations always get an increased play.

A marriage of interest to coin machine operators of this area was that of Miss Janice Sturdvant to Roy Perrault, local

service man and son of operator Frank Perrault.

Bill McKinney, brother-in-law of Operator Bill Eidt of the Eidt Enterprises, is back again with the company. Bill is acting as service and record man for Eidt's several hundred locations and is assisted by John Eidt and George Long.

Sam Junkin Jr., who served with the Army Air Corps during the war, is now working with the Gardner Co. While in the service, he fell in love with and married his nurse, a young Canadian officer with the Nursing Corps, and they are making their home in this city.

Neil A. McLean and George Guido have purchased the Pilgrimage Co. from its owner, Wadley D. Craig. Craig is entering the sports goods business in Natchez and has disposed of all his coin machine interests. Aiding in the operation of the new business is T. J. Guido, George's brother.

Tommy Piazza, who was connected with the Service Novelty Co. before joining the Navy, has been given his discharge and is now associated with the Gardner Co. as a repair and service man.

Jack Fowler is home and plans to re-enter the coin machine business either in Natchez or in Shreveport.

Wilkes B. Harmon, back after serving several years in the Army Air Corps, has received his discharge and is now located in Shreveport, where he purchased a number of locations.

Service Man George R. Long is back home after spending his vacation in Pensacola with his daughter and son-in-law. The local service man says coin machine business seems good in the Alligator State and despite the inability to secure new machines and parts, business seems to be on the upgrade all over the territory he visited.

One of the newest operators in this section of Southwest Mississippi is Preston H. Gaugh of Meadville in Franklin County. Owner of the county's official journal, *The Franklin Advocate*, Gaugh has turned over operation of the weekly newspaper to his wife and assistants and he is now devoting his time to a number of locations he has obtained in Meadville, Bude and all over this section. Gaugh says business is okay

and that he likes operating better than newspapering.

A recent visitor here to buy parts and machines was Jim D. Cross from across the Mississippi river. Cross, formerly deputy sheriff of Concordia parish, has been in the coin machine business for several years and has a number of splendid locations.

Other recent visitors here on business were Buddy Chisholm of Sicily Island, Sam Rosso of Woodville, Jim Lessley, Woodville, and J. W. Sheppard of Lake St. John.

One of the busiest operators in the area is veteran Ham B. Nelson, who is acquiring additional machines and locations for his audiophones, slots, pin balls and other machines. He has also purchased an interest in, or bought outright, a number of established locations in Louisiana and Mississippi.

Thomas Alexander, who was in the Navy has received a discharge and is back home getting ready to resume operations here and in Louisiana and Texas, where his father and brother, Charles, also a former service man, are now situated in the business.

Donald Mulvihill is able to be out again after a recent automobile accident and is back with his partner, brother Denny.

Pat McDonough was here recently on a business visit. He recently returned from New Orleans, where he went to purchase parts and try and get some new machines for his Louisiana locations.

Newest employees connected with the Ewing Co. are: John Littlejohn, Don Lynor, Joe McConchie, and Jack Palmer. Cecil Vaughn, who has been with the company for some time past as a service man is now in the army.

One of the best advertisers at the local baseball park is Bill Eidt. He has purchased sign space for his audiophone company, Windmill Night Club, Windmill Tourist Courts, Southern Cafe and for the local agency of the Wurlitzer Audiophone Co. and for several of his better locations.

Mr. and Mrs. R. E. Butler have returned from a visit in Baton Rouge and in Jackson, Miss. Butler is the operator of the Triangle Co.

Harold M. Case

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Pace 10c Comet, 3/5.....	99.50
Mills 5c Glitter Gold, HL.....	250.00
Mills 10c Glitter Gold, HL.....	\$275.00
Mills 25c Glitter Gold, HL.....	300.00
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Mills Black, Hand Load, 25c.....	275.00

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Salt Lake City

The Stewart Novelty Co. is moving to its new quarters at 1361 South Main St. about the 1st of June. Dan Stewart, brother of Manager Sid Stewart, is visiting here from his Casino at Reno. This company is putting in three new salesmen, Don Williams, to work in Salt Lake City; Richard Jones, to cover Provo and that vicinity, and another man to be announced next month. About 5 discharged veterans are now working here including Wm. Klemme, Irvin Lovelett, Mark Richmond, Douglas Westenskow and Arlo Gustavson, according to Eleanor Aldritt of the office personnel.

Operators recently visiting Stewart Novelty Co. include Dell Glead from Burley and Owen Keefer from Twin Falls.

Ralph Cracraft of Hemenway and Moser Distributing Corp. reports that H. T. Dower, Sales Manager, attended the tobacco convention in San Francisco. He was accompanied by Mrs. Dower. Fred Murphy, in charge of the cigarette vending machines, is on his Idaho trip.

Manager John Moser is recovering nicely from a prolonged illness.

Lawrence W. Cracraft, son of Ralph, recently returned from the Navy, has joined Hemenway and Moser as assistant to Moser.

The Yellowstone Specialty Co. reports that they can't get half enough new slot machines nor parts, according to Eldon Evans, mechanic. Tony Blaies, former mechanic for Yellowstone Specialty is now working in Las Vegas. He recently returned to visit his old friends here for a few days.

The Rainbow Distributing Co. is just getting settled in their new quarters. They have the Exhibit line, Chicago Coin, Bally, Amusement, and a full line of merchandise and punch boards. They also have an up-to-date shop for rebuilding, refinishing and repairing equipment and are giving operators pick-up and delivery service.

Milo Nechansky, Canteen Service manager, is back from Los Angeles and San Francisco where he attended NAMA meetings. Albert Nechansky, his brother, also went to the West Coast visiting Seattle. Albert recently married Florence Keenek.

Five veterans have been reinstated in

their old jobs by Canteen Service. One of the boys had the honor of receiving the Arrow Head, a mark of distinction received for being one of the few to make the first hour invasion of Normandy on D Day. Lloyd Bjornn, another returned veteran, was married here recently.

The Jones Distributing Co., Intermountain Distributors for J. P. Seeburg Corp., held the first of a series of factory service schools sponsored by J. P. Seeburg Corp. in Salt Lake City and Denver during the week of May 4th. The school was very well received by operators in this 7 states area served by Jones Distributing Co. and thanks for the Seeburg Service Policy were expressed.

The operating school highlighted a service of weekly schools that are to follow and indicated a growing attendance to subsequent schools.

Dan J. Donohue, District Manager for Seeburg, was present and expressed enthusiasm to the fine response and interest shown by the operators.

Joe Kamys, Seeburg Field Service Sales Engineer, was the "Professor" and presented a well balanced and well planned program. The major item contributing to the success of the program was the simplicity in explanation and discussion of difficult problems by Kamys.

The majority of operators in this territory are anxiously awaiting the arrival of the new Keeney games which are due sometime in June according to R. F. Vogt Distributors. Of course, deliveries on the equipment are dependent on the coal strike's effect on the railroads.

Viola B. Hutton

Denver

Owing to the unusually fine weather we have been having Denver parks are expected to open earlier this year. Prospects are good for a heavy tourist season and it is believed that all concessions will do a thriving business.

It is also expected that the oil development in the new oil field at Rangeley in the western part of the state will bring additional business to Denver and the state in general. Business men in Grand Junction, Colorado, are asking for support looking to the construction of a road which

will connect Grand Junction with the Rangeley Field. The construction would be on State Highway from Loma to Rangeley, about 75 miles in length. The road would serve an area where big gilsonite developments are taking place. It also traverses an area where there are several oil structures reputed to equal that in the Rangeley field.

W. H. Erskine, Denver manager for the Jones Distributing Co., handling J. P. Seeburg Corp. machines, is in Albuquerque and Salt Lake City on business, and service manager Kenneth Kronauer is also in Albuquerque on a business trip.

Miss Helen Holkerstad, Jones Distributing's efficient secretary, advised that a two-day service school was held recently, at which were J. E. Kamys from the Seeburg Corp. in Chicago and also Dan J. Donohue, District Manager for Seeburg, from Los Angeles. The two-day school, Miss Holkerstad said, was very successful. Operators who came to learn about the new Seeburg were in attendance from all around this district.

L. B. Anderson, owner of the Star Vending Co., has moved his office and business to new quarters at 510 W. 4th Ave. Anderson had occupied his former store on Pennsylvania St. for 19 years. The building was sold and as he was unable to build, buy or rent another suitable location, he decided to make the store on 4th Ave., formerly his warehouse which he had purchased some three years ago, his office and shop and to rent another building for a warehouse. This building, Anderson says, provides about the same floor space as did the store he vacated. Since moving in he has been quite busy getting adjusted and his equipment arranged.

The present building has something of a history, Anderson says. It was at one time a saloon, then a church, then a furniture store, and in time a repair shop, then a grocery store. When he bought the building, it had been used as a church.

As soon as conditions are more favorable, Anderson intends to build an up-to-date building to be used as office, warehouse and shop, and thus concentrate all of his business under one roof.

Some items have been coming through, including quite a few peanut machines, and stamp machines. Some of the larger items are not yet available but Anderson said he is expecting them soon.

Mr. and Mrs. H. E. Walker of the Walker Music Co., who are on a business and pleasure trip on the West Coast, are now in Portland. They are expected back in Denver within the next week or two.

Wolf Reiwitz, of the Wolf Sales Co., said that in order to accommodate and facilitate

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Double Play	65.00	Sporty	20.00
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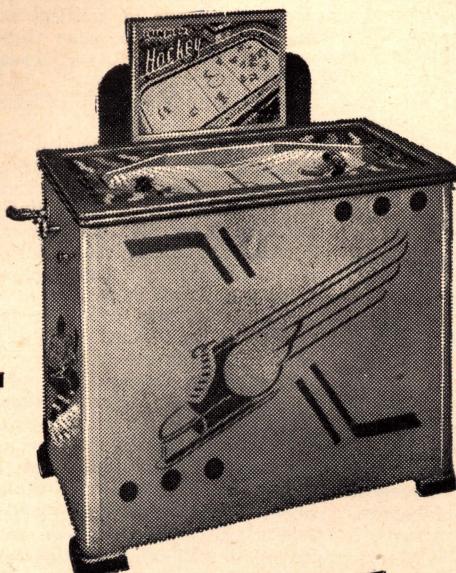
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handling of the office work, the company is enlarging its offices and building some new offices in the rear of the store. Two new employees have been added to the office staff, Marie Joan Garda and Lois Beauchain, assistant bookkeepers.

Al A. Roberts is at the present time in Salt Lake City looking after Wolf Sales' business at that point, and A. C. Roberts is in Phoenix, looking after the company's interests there. Frank Negri, sales manager, is in El Paso, contacting the dealers at that place. Reiowitz said that all of them are reporting a big demand for new merchandise. Business has slowed down on account of the shortage of beer, as the clubs cannot operate. Wurlitzer is promoting a lot of phonographs, but the coal strike has interfered with production at the present time. It is hoped the strike will soon be settled.

Reiowitz said that quite a few customers have visited their establishment in the last couple of weeks, and all of them are looking forward to a good summer's business, as all of the resorts claim more business than they can handle. They were also expecting a delivery of new cars, and as soon as they are received, their service men will start visiting all the operators and hold school in every town for their service men.

Reiowitz returned from his trip to the Coast last week and reports that business looks very good wherever he stopped. At the present time he is in the office while his two sons are away. He and his sons, however, are leaving Denver the 25th of May for a 10 day fishing trip, going to Minneapolis, where they will meet the Wurlitzer distributors, and they will fish at Mike Hambergren's Fishing Resort, Pequot Lakes, Minn.

The Century Music Co. has moved to a

new location in the Bank Building. The company has rented the entire second floor and is getting ready for the summer rush business.

Leo Negri of the Modern Distributing Co., reports that everybody is getting out of patience waiting for equipment—are more or less marking time. The company has now sold more machines than can be delivered in 1946 and getting very nervous about this delay.

All of the company's boys who were formerly in the service are now back and working, which gives Modern a crew of around 12 men who have had training in the service, which is a great help to the company now, Negri said.

He expects to go out on the road next week, more or less to get acquainted again rather than for the purpose of promoting sales. He plans to go down through New Mexico, part of Colorado and Wyoming—just to say "hello" and keep in touch with the trade. Also he expects to go fishing when he hits Wyoming.

J. P. Blackwell of the Blackwell Distributing Co. is out of town on a business trip this week and will probably return in a few days. The company has been expecting to receive the new Aireon phonographs—delivery has been promised right away, but as yet the shipments have not materialized.

H. H. Covey of the Western Slope Music Co. in Grand Junction, was in Denver a couple of days last week.

Frances Conrey

Oakland

The recent increase in the price of cigarettes occasioned one of the most cooperative meetings ever held by the vending machine operators in the East Bay area. C. B. Brandon, secretary of the Vending Machine Operators Association, called the meeting and invited a thorough discussion of all factors involved in the price raise in order to map out a unified course of action for all the operators. The question involved was whether to take advantage of the new maximum price allowed vending machines by the OPA or to maintain the 15c price structure. The latter course was decided upon in the belief that it would be more beneficial to the industry to offer merchandise at a competitive price. The increased cost would be partially offset by increased sales, it was felt, but more important was the belief that vending machines would thus become more of a habit in the life of an enlarged public.

Among those attending the meeting were Harry Cisterman and Jim Roberts of Oakland Cigarette Service, C. E. Webster, George Bates of B & B Cigarette Service, William Barron, Clarence Rydman of Local

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TURN PAGE

Vending, Maurice Tessler of Oakland Automatic Sales, Robert D. Gerley, and J. G. Gruber of Vallejo. Dick Parina of R. A. Parina Co. and Jack Glenn of Glenn-Rowe Co., both came over from San Francisco to join in the discussion.

The consensus is that coin-operated equipment is a pretty accurate barometer of general business conditions. Reports come from many operators that business is slipping away from the downtown area but showing a corresponding increase in suburban communities. This would indicate that the transient service population of the past few years is being replaced by an increasing amount of permanent residents who are settling in the outlying neighborhoods and towns and who are looking for recreation and spending their money in their local communities.

A tabulation of business activities over a three months period shows the greatest growth in the outlying towns of Richmond, San Pablo, San Leandro and Hayward. More specifically of interest to coin machine operators might be these figures in the developments within the restaurant and bar business. Thirty-three per cent of the items tabulated concerned the establishment of new restaurants and two per cent reported the opening of new bars. The remaining sixty-five per cent were notifications of changing ownership.

Seen around town has been Preston Jarrell of Coinmatic Distributors. Up from Los Angeles for the NATD show in San Francisco, Jarrell was enthusiastic about the reception given the U-Need-A "Monarch" by operators who came from all over the West to get a look at the machine designed by Norman Bel Geddes. After closing his booth at the St. Francis, Jarrell took time out to visit some of the local operators in the East Bay.

All those who knew him were saddened by the sudden death of Harry G. Cisterman on May 6th. As the representative of the Rowe Manufacturing Co. he was known and respected by vending machine men up and

down the Pacific Coast, but even more will he be missed around Oakland where he was known as the guiding spirit of the Oakland Cigarette Service. Recognition of his capabilities was recently awarded him when he was elected Regional Director of NAMA at the annual conference held at the Palace in San Francisco.

Paul W. Chamberlain

Coinmen Plan Stronger Trade Association

LOS ANGELES—Stressing the need for building greater trade association strength, "Curley" Robinson, managing director of the Associated Operators of Los Angeles County, Inc., at a luncheon meeting held in the Rodger Young Auditorium on May 10, invited all coin machine jobbers and distributors to become active members of the AOLAC.

Coinmen are a minority group and as such are considered proper targets of attack for every unscrupulous politician who is looking for a whipping boy to put him in solid with his constituents, Robinson said in effect. The coin machine business in this state is conducted to the letter of the law, but at practically every opening of a new session of the legislature some ambitious solon introduces a bill so sweeping in scope that if enacted it would immediately wipe out the entire industry in California.

Coinmen must have an organization strong enough to withstand these attacks, and well organized enough to be able to present sufficient data to disprove the charges made against the Coin Machine Industry, said Robinson. There is need for an expanding program of public relations to present the true picture of the industry to the general public. Such a program cannot be conducted by operators alone, it requires the backing of everyone in the industry.

Robinson pointed out that while the jobber field is expanding, jobbers have no organization of their own and that they

would find it a matter of good business to join with the cooperative efforts of the operators' association.

Several jobbers present at the meeting agreed that closer cooperation was needed, and Leonard Micon, of Pacific Coast Distributors, suggested consideration of a statewide operator-jobber organization.

Robinson emphasized that the AOLAC does not engage in political activity, but urged that coinmen make themselves acquainted with their state legislators so as to be constantly aware of legislation that may be introduced to the damage of the industry.

Circulated among members at the meeting were bound files of material showing the work, objectives and achievements of the Association in the past nine years, prepared as an exhibit for the American Trade Associations Executives which each year makes awards for outstanding work in the trade association field.

An appeal was sent out for carnival equipment for Parent Teachers Association carnivals which the AOLAC will help put on. Such equipment will be purchased.

Members were informed that CMI and Washington sources indicate that the excise tax on machines will continue indefinitely. Members also were informed that an insurance carrier had offered the Association blanket fire and accident insurance at the rate of 90 cents per \$100 for members' machines, exclusive of cash and/or merchandise.

A new face at the meeting was that of Miss Jane Wool, who kept the minutes. Miss Wool, who entered the WAC's as a private and was discharged as a captain, recently joined the staff of the AOLAC.

One South, One North

CHICAGO—Coinmen are on the move these days. Carlos De Leon of Mexico, D. F., was a recent visitor here. Purpose of the visit was the acquisition of stock for his coin machine distributing firm, Casa De Leon.

Heading for south of the border was Lester Purington, a former Buckley man who has just been released by the army air forces. Purington went to Mexico to look over the music and game market and to make some export arrangements for his firm.

Rules for Vet Training

WASHINGTON—The Veterans' Administration has announced that coin machine manufacturers, distributors and operators who wish to employ veterans under the on-the-job apprentice training program must obtain approval of their State superintendent of public instruction or some similar State education official.

Hereafter employers training veterans must submit written outlines of the course of training they propose to give. Employers desiring to set up such training programs for veterans should apply for approval to their local Veterans' Administration office.

**COIN
MACHINE
REVIEW**

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1946

HELP! HELP!

I hear that day after day . . . and that's my cue to come to the aid of all operators. Remember—I cover the U. S. A. I'll be seeing you.

AEROPONT
No. 111 Needle on Black Card
Needs No Introduction.
1 to 100 36¢ Each
Lots of 200 34¢ Each
Lots of 500 32¢ Each

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THERMOSTATIC IRON

SAVES
Time!
Approved by Laboratories.
"In a Class by Itself!"
Price with 1 Tip 58.75
Extra Tips—Set of 5 Ass't. 5.00

FREE—SEND THIS AD WITH YOUR ORDER AND RECEIVE A HANDY TOOL THAT EVERY MECHANIC CAN USE. ACT NOW!

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Pending

Phil Star
(Pronounced "First Aid")

TUBULAR COIN WRAPPERS

PACKING
\$.50 Pennies 19M Per Case
2.00 Nickels 17M Per Case
5.00 Dimes 20M Per Case
10.00 Quarters 15M Per Case
SUPER QUALITY*
\$2.00 Nickels 25M Per Case
Denomination In \$2.00 Nickel

Less Than Case Lots, Ass't.	Regular	Super
1 Case	70¢ M	80¢ M
3 Cases	65¢ M	75¢ M
6 Cases	60¢ M	70¢ M
15 Cases	50¢ M	65¢ M 60¢ M

25% With Order, Balance C.O.D. F.O.B. Phila.

BLOCK MARBLE CO.
1527 FAIRMOUNT AVENUE • PHILADELPHIA 30, PA.
Get it from BLOCK — They have it in stock!

**GAMES, CONSOLE
SLOT & VEST POCKET
REPAIRING and
REFINISHING**
All work guaranteed
Bring 'Em In!
SEE
PAUL A. LAYMON
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COMO LO VEMOS DESDE AQUÍ

Resumen de los sucesos importantes
en la Industria

Edited by B. J. McManus

Condiciones actuales

Debemos imprimir estos párrafos con márgenes de luto. Huelgas, huelgas, huelgas—otro aspecto de lo que trae la guerra. Sabemos que todo se ajustará con el tiempo pero nos hace falta la paciencia de Job para sobrevivir estos días tan trastornados.

Al momento de escribir estas palabras, la vida industrial del país, incluyendo la de nuestra Industria, está en peligro de parálisis total. La huelga de carbón no ha sido resuelta y la actual tregua expira el 25 de Mayo. La reciente paralización de las labores en las minas de carbón causó perjuicios tremendos a la industria en general. Cuando fué declarada la tregua, varias de las principales negociaciones estaban a punto de suspender definitivamente sus trabajos.

En las ciudades del Este donde cuentan con el carbón para toda clase de energía, se han encontrado grandes dificultades. Tratando de conservar los surtidos existentes de carbón, el gobierno impuso un embargo en entregas por tren. Y eso dió golpe grave a nuestra Industria. Afortunadamente, el gobierno ya ha levantado el embargo.

Otra dificultad es la falta de cobre—también a causa de huelgas, huelgas entre los mineros y los demás trabajadores. El cobre importado todavía está bajo el control del gobierno y se va disipando el abastecimiento de cobre doméstico. Sin cobre no se puede fabricar los transformadores, el hilo metálico, los motores fraccionados, y muchas otras cosas que son esenciales para la producción de máquinas automáticas.

Aunque se ajuste la situación mañana, ya hemos perdido muchos meses y la producción tardará mucho en llegar a estado normal. ¡Ojalá que llegue pronto el día en que podemos pintarles un cuadro más alegre!

Informe interesante

En Chicago se ha publicado un informe tocante a la Industria de Máquinas Automáticas. Publicado por el Commonwealth Edison Co., el informe ha recibido mucha atención en la prensa del país. Según el informe, de los talleres de Chicago salen 65 por ciento de los fonógrafos automáticos, 85 por ciento de los juegos automáticos, 47 por ciento de los vendedores automáticos.

Se calcula que los operadores van a pedir los reemplazos siguientes: 80 por ciento de

los fonógrafos automáticos del país, 100 por ciento de los juegos automáticos, 60 por ciento de los vendedores automáticos.

En la ciudad de Chicago hay: 10,000 vendedores automáticos de bebidas, 25,000 vendedores automáticos de mercancías, 35,000 vendedores automáticos de cacahuuetes, 10,000 juegos automáticos, 25,000 vendedores automáticos de servicios, 9,200 fonógrafos automáticos.

Vendedores nuevos

El número de vendedores de tipo nuevo sigue creciendo. Es casi imposible nombrar algo que no se proyecta vender por máquina. Hay vendedores automáticos de libros, periódicos, comidas heladas, sandwiches calientes, bebidas frías y calientes, helados, galleticas y bollos, etc.

Entre los vendedores de dulces hay dos máquinas nuevas. Coan Manufacturing Co. tiene dos modelos nuevos de la máquina que se llama *U-Select-It*. El modelo 148 y el modelo 250 ya están en producción. Modelo 250 tiene una capacidad de 250 barras de dulces y contiene un sistema de refrigeración que permite la regulación de la temperatura en la máquina para que queden firmes y frescas las barras.

American Vending Corp. tiene una máquina nueva para vender dulces que se llama *Vendit*. Todavía no hemos visto la máquina y por eso no podemos darles muchos detalles. La máquina se distribuirá por Vendit Corp. con oficinas en Chicago.

En el Canadá se ha fabricado una máquina, que se llama *Auto Newsy*, para vender periódicos. En los Estados Unidos del Norte, Jensbold Manufacturing Co., de Olympia, Wash., está haciendo una máquina semejante.

Vendedores automáticos de servicios

Hay tres vendedores automáticos de servicios que han llamado la atención de la Industria en los últimos días. *Shine-A-Minute* es una máquina que da bala al calzado.

Laundrette y *Laundromat* son lavanderías automáticas. La primera emplea las máquinas de Bendix; la segunda tiene máquinas de Westinghouse. Por medio de estas máquinas es posible meter la ropa en la máquina, insertar una moneda, esperar media hora y salir de la tienda con la ropa lista para colocar en el sol. En algunas tiendas también hay secadores automáticos y máquinas de planchar que están con-

trolados por la inserción de dinero. En las ciudades donde han sido instaladas, estas lavanderías gozan de gran popularidad porque en la actualidad no se puede comprar máquinas de lavar para la casa.

Cuatro compañías han ingresado en el campo de la producción de radios automáticas para hoteles. Son: Tradio Co., de New Jersey; Radime Co., de California; General Electric, de New York; y Coin-o-Matic Hotel Radio and Television, Inc., de Illinois. Coin-o-Matic espera operar radios automáticas de tipo común y también radios automáticas con televisión.

Otro desarrollo nuevo es la idea de un cine automático. Ofreciendo películas de los acontecimientos corrientes, el teatro funcionará con un solo hombre en asistencia para superintender la operación.

Vendedores de cigarrillos

Lorillard Co., fabricante de cigarrillos con marca *Old Gold*, ha ayudado a los operadores de vendedores de cigarrillos. En el programa de radio en que canta Frank Sinatra, el anuncio comercial incluye las palabras "Compren Vds. *Old Golds* de un vendedor automático." Muchos operadores nos han dicho que este aviso ha resultado en ventas aumentadas con sus máquinas.

Fonógrafos y juegos

No hay mucho que decirles con respecto a los fonógrafos y juegos. Las máquinas nuevas no están llegando en la cantidad esperada. El mes que viene, tal vez, todo se cambiará y podremos darles más noticias.

Coin Machine Industry To Hold Own in 1946-47

WASHINGTON—The coin machine business will continue at a high level during the fiscal year ending June 30, 1947, despite the fact that all forms of the entertainment business (with the exception of radio phonograph manufacturing) are expected to show a decline in volume by July, 1947, according to the annual report of the Treasury Department.

The prediction is made on expected tax receipts for the fiscal years 1946 and 1947. While tax receipts at present continue at the high levels of 1945, salaries and wages are expected to drop. Tax receipts from night clubs are expected to drop from \$69,600,000 in 1946 to \$66,300,000 in 1947; and admissions from \$300,800,000 in 1946 to \$255,000,000 in 1947.

Tax receipts from coin machines are expected to be \$18,000,000 in both 1946 and 1947.

Brightest part of the Treasury Department report is that referring to radios, phonographs, records and musical instruments. Receipts, it is estimated, will rise from \$13,000,000 in 1946 to \$18,200,000 in 1947.

The amusement industry as a whole accepts this as an accurate estimate of conditions, inasmuch as past forecasts by the Treasury have proved highly reliable.

* * *

Contribute to THE SALVATION ARMY

COIN
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REVIEW

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FOR
JUNE
1946

En la República de México

Para Máquinas Automáticas y Accesorios de Cualquier Clase

Vaya a

CASA NAVARRO

DISTRIBUIDOR EXCLUSIVO de AIREON

Aquiles Serdan No. 55

(Teléfonos: L2252 y 111709)

Mexico, D. F.



See Billion Dollar Candy Industry in '50

CHICAGO—Despite current gloom in the candy industry because of shortages, plans were made for the role of the wholesaler of candy in a billion dollar industry at the first annual convention of the National Candy Wholesalers Association, held at the Hotel Sherman April 30 to May 2.

The third quarter sugar allotment for candy manufacturers was expected to be only 60 per cent of base period use, and corn syrup continues short with refineries operating at about 80 per cent of capacity and customers receiving between 60 and 70 per cent of their 1945 deliveries. Maple syrup supplies this year will be about one-third of normal. Cocoa beans are arriving in excess of grindings, but deliveries are expected to drop in June and to continue low for four or five months. Milk, eggs and nuts are not coming through in sufficient quantities.

Nevertheless, the NCWA convention, with a membership of almost a thousand candy jobbers and manufacturers, sounded the conviction that the industry will experience a boom.

Objective of the convention was to lay plans for an overall program which will lead to:

1. Better merchandising.
2. Greater industry cooperation.
3. Elevating the jobber's status.

4. Establishment of high standards of business ethics.

Executive Secretary C. M. McMillan told the convention that the American appetite for candy will lead the industry to new peaks, but that all brands will not be plentiful until 1948. At present, candy consumption is about 20 pounds annually per person, with candy bars accounting for about half of total production.

Candy sales reached a peak of \$600,000,000 in 1944, and by 1950 are expected to reach the billion-dollar mark.

Hundreds of candymen who came from all parts of the country agreed that the convention set a new standard for manufacturer-jobber cooperation and that the Association's support of campaigns to increase public demand for candy will be of great benefit to the industry.

Suggests Relief For Acute Candy Industry Situation

PORLTAND, Maine—A suggestion that it would be of mutual benefit for members of the candy industry and others concerned with obtaining adequate supplies of sugar, milk, and chocolate to appeal to Senators and Congressmen for relief has been put forth by the E. G. Foden Co., Portland, in a letter to over 1,700 of its accounts.

The letter indicates that with the New Year's elimination of the excess profit taxes, it was hoped that raw materials for

the candy industry would appear on the market. Instead, the next five or six months threaten to be the most critical in the history of the industry.

Sugar factories have exhausted their backlog, despite a 10 per cent rise in the current quarter's quota. Fluctuations of the milk supply are expected to curtail production because fluid milk must be used to replace sweetened condensed milk now unobtainable commercially. Manufacturers' positions on chocolate during the second and third quarters are poor, and the extra tight sugar condition makes it impossible for coating manufacturers to make advance deliveries as has been done up to this year.

The difficulty the corn refining industry has in obtaining corn is acute. Government price ceilings are causing farmers to sell all corn to livestock and poultry feeders, while the refining industry needs only 4 per cent of the total corn crop to operate at capacity. Solution would be for the Government to increase the ceiling price on corn for processing to the same as corn for feed, and allot 4 per cent of the corn crop to processors to assure capacity operations.

The Foden company suggests that letters to Congressional members tell the importance of a continued supply of corn for the corn and the candy industries.

Northwest Mint Boom

WASHINGTON — Peppermint growing has risen to a multi-million dollar business in Washington and Oregon where nearly 500,000 pounds of peppermint a season are being produced, challenging the two leading states of Indiana and Michigan.

ADVERTISING THAT SELLS!

ONE OF AMERICA'S TOP RADIO PROGRAMS CREATING A GREATER DEMAND FOR TWO OF AMERICA'S TOP CANDY BARS

COAST-TO-COAST

BIT-O-HONEY

OLD NICK

DAVID HARDING

counterspy

That super-thrilling program of mystery, intrigue and adventure

SCHUTTER CANDY Division of UNIVERSAL MATCH CORPORATION — GENERAL OFFICES, ST. LOUIS • FACTORY, CHICAGO

"I don't see how any operator can get along without your paper."

NORTHWESTERNER

Here is an invaluable service for every operator. Regardless of what machines you operate, you'll find it a mighty wise move to keep in touch with the fast growing bulk vending field. The Northwesterner is packed with vital information, service hints, ideas to help you make and save money. It's yours for the asking—just tell us what you operate.

IT'S FREE!

Northwestern

MORRIS, ILLINOIS

Vendors Boost Sales For Manufacturers

NEW YORK—The true function of automatic merchandising is to provide auxiliary outlets where it is neither feasible nor profitable to maintain personal service. There are thousands of places where there is not sufficient volume to justify "over-the-counter" selling but which merchandise vending machines can profitably serve. Such markets—markets that were not there before installation of vending machines—are "plus" markets, representing vast sales outlets.

This is pointed out by Thomas B. Hungerford, director of public relations of the National Automatic Merchandising Association.

Automatic merchandising has become a major factor in the distribution of vendable merchandise and manufacturers of merchandise have become enthusiastic boosters for the machines.

"This modern way of extending sales has actually increased the demand for vendable products at their regular outlets," says Hungerford. "A striking example is that of the manufacturer of a nationally advertised candy bar. For some unknown reason the bar had never been able to gain acceptance in a certain large midwest city. Then an operator of candy vending machines located largely in industrial plants placed the bar in all of his machines. It sold, and after a few weeks workers were asking for it at candy stores, drug stores, grocery stores, and other places where they traded. The demand created through vending machine sales put the bar over in that city."

Cigarette manufacturers have recognized the value of automatic merchandising in popularizing their brands and creating a demand for their products at regular retail outlets.

"The secret of success in automatic merchandising has been the fact that merchandise sold through machines is largely of the type that is immediately consumed. Merchandise successfully sold through machines in recent years includes apples, beverages, candy, cigarettes, gum, ice cream and salted nuts, but many new products now being developed are expected to be adaptable to machine distribution."

Hungerford finds that despite a shortage of merchandise, the war period gave automatic merchandising a great impetus. Many people, especially in war plants, acquired the habits of buying from vending machines, and the installation of countless vendors in military camps further developed people's dependence on vending machines.

The success of ice cream vending machines in industrial plants and other places promises to provide ice cream manufacturers additional outlets when the machines again become available in quantity.

As for candy, estimates from candy manufacturers on the percentage of their total production sold through vending machines range from 50 per cent down to 6 per cent, Hungerford states, but adds that previous estimates will be insignificant when the thousands of new candy vending machines now in production reach the market and when adequate supplies of candy are again available.

"Manufacturers would be wise to make an effort to determine the exact percentage of their products being sold through vending machines," the writer counsels. "The total will surprise them and will reveal the true importance of the automatic merchandising machine in the candy picture."

Interest Keen On Vendors

MADISON—J. W. Coan, president of Coan Mfg. Co., says his company has been swamped with requests for information about their new models of the U-Select-It candy vending machines.

The new models, 148 and 250, include all the latest improvements in the conveyor type field. Model 250 holds 250 candy bars and has a built-in cooling system which keeps candy firm and unmelted regardless of weather conditions.

Due to difficulties in getting necessary materials, the new models will not be in full production for from six to eight months. Model 74, however, is being turned out at the rate of more than 2,000 monthly. Even in these numbers the company reports that it is hard pressed to meet demand.

According to Coan, the company is en-

deavoring to serve old, established customers first. Therefore, at present, few new accounts are receiving machines. The few that do receive them must be able to secure quotas supplying them with sufficient candy to allow them a reasonable return on their investment.

A modernizing program is being offered for old models of U-Select-It. Many machines placed on the market almost 15 years ago are still going strong—a good testimonial to the durability of Coan's product.

Peanut Promotion

ATLANTA—The first national advertising campaign of the National Peanut Council is being launched through the J. Walter Thompson Co.

As part of the campaign, national magazines will carry full page, four-color advertisements featuring peanuts in all forms.

We Are In The Market For The Following— EQUIPMENT

ROWE 5¢ CANDY MACHINES

NATIONAL CANDY MACHINES

STONER UNIVENDOR MACHINES

DU GRENIER'S CANDYMAN

**NORTHWESTERN DE LUXE PEANUT
MACHINES**

G. V. ADAMS GUM MACHINES

ROWE 5¢ GUM AND MINT MACHINES

ALL MAKES OF CIGARETTE VENDING MACHINES

ALL MAKES OF STAMP MACHINES

Please state full particulars in your first letter. Our representative will call anywhere within six hundred miles from San Francisco to purchase above mentioned equipment.

"Hi Ho"



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Candy Vendor Operators Profit By Public Demand for Bar Candy

by Clarence G. Beardslee

In the midst of a critical candy shortage period, the U. S. Bureau of Census several weeks ago released some figures that should make any business man sit up and think.

These figures show that while total sales of candy during the month of February rose only 1 per cent over sales in February, 1945, bar candy sales rose over 11 per cent. The obvious conclusion is that the candy bar has won a permanent place at the top of the best-seller list of the candy industry.

Last February the American public ate \$16,885,000 worth of candy bars. To put it another way, almost half of all candy manufactured that month was in the form of candy bars, representing a larger proportion of candy bars to other types of candy than has ever before been manufactured.

The significant thing about this rise in sales, despite almost crippling shortages of merchandise, is that a generous portion of this selling was done not by supersalesmanship, but by the silent salesmen of the candy business—the automatic candy vendor.

Dispensing one bar at a time—mostly for a nickel—thousands of machines all over the country ran up total sales of bars last February to a cool \$1,688,500. Although operators' earnings vary considerably, if we figure that operator profit averaged 40 cents on the dollar, we find that candy operators made a profit of around \$675,400 for one month.

The tremendous buying power that is channeled through automatic candy vending machines is steadily rising with the public's growing appetite for candy bars and the growing habit for buying them through vendors.

A few short years ago candy retailers, and manufacturers too, envisioned all kinds of disaster if machines started selling candy in competition with salesmen. What has happened, on the contrary, is that these machines have tapped a secondary market that few candy men recognized. This secondary market today accounts for more than 10 per cent of total candy bar sales.

Coin machine men have thus proved to candy retailers and manufacturers that there is plenty of room for expansion in the industry without resorting to competitive methods and that developing untapped markets increases manufacturers' sales and promotes the public's demand for more candy.

A practical example of how this works is the experience of a well-known San Francisco candy operator, Leon "Hi Ho" Silver. In January of last year there were a large number of established candy retailers who were making a good living. Today they are still there, making perhaps better livings. But in the meanwhile, Silver has uncovered a large secondary market, to which he is selling a considerable amount of candy, in competition to no established retailer.

"I started a brand new operation in San Francisco," says Silver, "in January, 1945, with no machines, no candy, and nothing in the line of equipment. All I had was a lot of guts and a knowledge of the vending machine business. Today I have over 200 candy machines in operation, three Diamond T package delivery trucks, and am

doing business with 19 of the top candy manufacturers of the country."

There can be little doubt in anyone's mind that if such success could be won at a time when candy supplies do not nearly approach demand, the field for new candy vending operations is very wide. Richard W. Clare, sales manager of the New England Confectionery Co., recently pointed to the competition between food products and candy, and warned that to combat food competition candy men must have better products, plus merchandise aids from the manufacturer and wider, better distribution on the part of the distributor.

The National Council on Candy already has made great strides in developing public acceptance of candy as a food and as a quick in-between-meals energy builder. Nation-wide advertising of this kind, by increasing the candy appetite, paves the way for the candy vending machine operator to satisfy what might be called the "casual" want of the customer.

It is this casual customer to whom the candy vending operator caters, and in so doing provides distributive outlets which would be impractical without machines. The principal location of the vending machine is where there is not sufficient volume of business to merit hiring a clerk, such as in factories, theater and hotel lobbies, bus and railway stations, subways, small cafes, etc. At these locations, there would be no stands and no sales without the vendors. In fact, the large percentage of candy vending sales are "plus sales," sales made to customers who are candy-hungry but

Original purchase:

Purchase price of 100 Junior Model Univendors (6 column)	at \$67.50 ea....	\$ 6,750.00
Down payment of 25% made at the time of purchase.....		1,687.50
Balance to be paid during the year.....		\$ 5,062.50

Sales, expenses, gross profit

Sales per machine, per day, were 15 candy bars. Figured at .05 per bar this equaled 75c. As Smith had 100 machines his gross each day was \$75.00.		
His operations for the year were based on 300 days, so his total sales were \$75.00 × 300, or.....		\$22,500.00
Cost of merchandise (\$.025 per bar × 450,000 bars sold) equals....	\$11,250.00	
10% of gross sales to location (10% of \$22,500).....	2,250.00	
Payment of balance due on purchase price of machines—12 installments at \$421.88 (approx.).....	5,062.50	

Total expenses including installments on equipment..... \$18,562.50

Gross operating profit..... \$ 3,937.50

(See CANDY VENDOR, Page 40)

FOR SALE

50 Candy Vending Machines (5c), all located

55 Cigarette Vending Machines, all located

10 Penny Peanut Machines, all located

8 Gum Vending Machines (5c), all located

The above machines have been operated by me alone, and the route has been in operation for the past 16 years. The above machines, plus 20 cigarette and 10 candy machines not in operation at present, for a price of \$15,000. The weekly revenue from above machines is around \$1,100.

HARRISON PECKHAM

125 Putnam St.

Bennington, Vermont

Now in Production! Time to Order.. The New

VENDIT

The Stand-Out Money Maker in Its Field!

NEW MECHANICAL SIMPLICITY!

Four simple sub-assemblies, easy to remove! No complicated mechanisms in the VENDIT. It's so simply constructed that long, costly "out-of-service" periods are no more.

NEW GREATER SELLING POWER!

Streamlined, richly colored, the VENDIT is an eye stopper everywhere. Displays more candy and gum more attractively. And even a child can operate it with ease. Five years of round-the-clock operation in busy war plants proved the VENDIT a super salesman!

A-3

NEW GREATER CAPACITY!

The VENDIT holds 150 bars of candy, and every bar and pack of gum in its trays is 100% selective. This big capacity means wider selection for the buyer, more impressive appearance, more sales between service calls.

NEW GREATER VISIBILITY!

Fifty candy bars and gum packs or other merchandise are simultaneously in full view of the buyer facing the VENDIT. That means more sales appeal. Arrows in the selector window plainly point out the bar to be released when coin is dropped and lever pulled. No guessing.

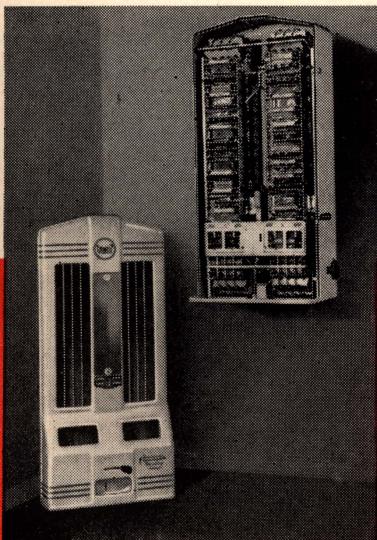
FOOL PROOF, THUG PROOF, SLUG PROOF!

With its fool-proof locking feature, the VENDIT positively delivers the candy or returns the coin. Candy guards prevent torn wrappers. Special locking device prevents riding the handle. National Slug Rejector kicks back every slug. Entire front is Lucite, the rugged, breakage-resistant material used for gun turret windows on the B-29's!

For Low First Cost, For No Maintenance Cost, For More Sales, For More Profits, VENDIT tops everything else in its field. It's rolling off the production line now, and now's the time to order your VENDITS.

← Wall mounted
VENDIT

Floor mounted
VENDIT →



American
Vending Corp.

805 Minnesota Avenue, Kansas City, Kansas

Sales Representatives: THE VENDIT CORPORATION, 2946 West Grand Avenue
Chicago 22, Illinois

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CANDY VENDOR

(Continued from Page 38)

The gross operating profit represents the funds John Smith would realize on his operations after monthly installments, paying for the merchandise vended and paying a percentage to the location. The monthly installments shown above appear as an expense but in reality are a capital investment. In the second year of operation the equipment would be completely paid for. Assuming that sales during the second year are the same as the first, the \$5,062.50, less a reasonable percentage for amortization, will be additional operating revenue.

So much for a hypothetical operation. Leon Silver, already mentioned above, has been kind enough to furnish THE REVIEW some comments on his experience as an operator. These comments will give the reader an insight into candy vending and the work—and success—involved.

"My story," says Silver, "starts in Los Angeles in 1937, when I had \$70 in my pocket and no job. With my \$70 I bought peanut machines, put them on location, pyramided the earnings, then went into the 5-cent candy vending machine business. About the end of 1942 I was doing a business of 20,000 candy bars daily through the machines. I then sold out to nine different operators for pretty close to \$18,000. It was quite a jump from \$70 to \$18,000 in six years."

As mentioned before, Silver went back into the business in January 1945, starting from scratch, and now has 200 candy vending machines. The company he has organized covers all of San Francisco, part of Oakland, and part of the Peninsula.

"Anyone," Silver declares, "can start such a business, but first he must be determined, aggressive, and have the will to get out and work 24 hours a day, if necessary, to develop a good candy vending machine route. We feel that one man can handle 50 candy machines with 5-cent gum and mint machines and a peanut machine attached to the candy vendor. With this arrangement he should earn at least \$150 a week, providing that he keeps his machines immaculate at all times, that he is also clean in his personal appearance, and that he handles nothing but the best in nationally advertised merchandise.

"Of course, the machines must be on good locations, where there are customers (many of ours are factory employees), and where sales are sufficient to support a candy machine of 120 bars or more."

Referring to the operation of his own company, Silver states: "We feel in a larger operation the service man should be able to service daily at least 20 to 25 diversified candy machines, including 5-cent

gum machines and peanut machines attached to the candy machines. The gross must be at least \$150 a day. We have worked out a plan whereby our men work five days a week, with salaries ranging from \$75 to \$100 a week."

"What I have accomplished from 1937 to the present," Silver concludes, "has been very profitable, but don't forget that I've been in there pitching all the time, and sometimes I've only slept three or four hours a night in order to keep the wheels rolling."

Keep the wheels rolling. That is the main thing it takes to make a success in the candy vending machine business. During the war years not only industrial locations but all other locations discovered the value of easy accessibility of a healthy, wholesome product through the medium of automatic merchandising machines. The gains already won are constantly being topped.

This year and the following should see candy vendors—experienced and newcomers to the field—reaching new and impressive earning levels.

Test Candy Ingredients

CHICAGO—Specially prepared soy products, peanut flours, several types of yeast and modified pectin are some of the ingredients being studied to increase the protein content of finished confections. Tests are being made at the U. S. Department of Agriculture's southern regional research laboratory as a result of a recent meeting of the National Confectioners' Association research committee.

As part of the program, four specific pieces of experimental candy are being made and will be pre-tested by a committee of candy people prior to the NCA convention to be held in Chicago in June. Detailed reports will be made on all samples. The candies will then be submitted to the NCA taste-testing committee for consideration as possible products for the industry generally.

The NCA research project, in cooperation with the U. S. Department of Agriculture, was begun in August, 1943, and has been carried on with funds supplied by the Council on Candy of NCA as part of the general program to build a greater market for candy.

Maple Syrup Short

MONTPELIER, Vt.—Maple syrup supplies this year will be only about one-third of normal, according to local sources. OPA ceilings and higher labor costs are important factors, it is said, but an unusually early Spring, causing trees to bud early and dry up, is largely responsible. With the ceiling at \$3.37 a gallon, the black market is rampant.

NAMA Seattle Meet

SEATTLE, Wash.—N.A.M.A. members of Region Twelve—comprising the states of Washington, Oregon, Montana and Idaho—met at the Rainier Club on April 30 in the second of a series of regularly scheduled get-togethers.

With Temporary Chairman Dan Bracken out of the city, Cliff Bergeson of Sterling Tobacco Co. pinch-hitted in the presiding role. Top business of the confab was the election of a five-man regional council executive committee: Walter W. Wilkes, Puyallup, Wash.; J. J. Mellon, Canteen Co. of Wash., Seattle; Louis A. Misener, Wash. Cigarette Service, Tacoma, Wash.; T. Wallace Baker, American Locker Co., Portland, Ore.; E. G. Allen, Peerless Weighing and Vending Co., Seattle. Plans to increase membership were also on the agenda.

At a committee meeting set for mid-May, a permanent chairman was to have been elected. He will serve for one year and will appoint three vice-chairmen: one to be in charge of public relations, another for membership, and one in charge of legislation.

Trends in the vending industry have changed, in the opinion of Frank Newman, N.A.M.A.'s legislative director. "There was a time when the operator had to sell a location on the benefits of machines; now the location wants the machines installed because he realizes they supply an important service to the public.

"The vendor has two important functions," Newman continued, "first, to furnish a direct service in making commodities available; second, in certain fields, such as confection and soft drink, it provides the industrial worker with a stimulating pick-up."

"Let me illustrate further. When I was in the service there was nothing to take the place of a 'coke' after a hard day in the field. Aircraft personnel on bombing missions took along candy bars for the energy and nourishment it provided."

"Vendors are here to stay. There was a time when a worker was looked upon as a sissy if he were seen eating a candy bar. Today it is an every-day occurrence."

Candy Sales Value

WASHINGTON—Figures released by the Department of Commerce reveal that in February of this year manufacturers sold 8 per cent less candy and chocolate products than in February 1945. However, rising prices have kept sales values abreast of last year's totals.

February 1945 output was 150,500,000 pounds with value of \$34,355,000, while output for February 1946 was 139,188,000 pounds with value of \$34,429,000.

While dollar sales of chocolate manufacturers showed a substantial increase of 21 per cent, the dollar sales volume of retail candy manufacturers in the first two months of this year declined 18 per cent from the volume in the same period in 1945.

In February of this year the price per pound of candy was 24.7 cents, as compared to 22.8 cents in February '45.

Constituting nearly 50 per cent of the overall sales poundage, bar goods sales in pounds was 69,060,000 and valued at \$16,885,000.

Hershey Names Gallagher

HERSHEY, Pa.—John J. Gallagher has been named general sales manager for the Hershey Chocolate Corp., succeeding Fred Pugh, recently deceased. Gallagher has been with Hershey thirty-five years, serving twenty-six years as assistant general sales manager.

If Viking Has It . . . It's Right!

There's no guess work in buying from VIKING. Everything we offer has passed our rigid tests and is the best the current market affords. For the finest in BULK VENDORS, BALL GUM, CANDY, CHARMS, SALTED NUTS and VENDING SUPPLIES we invite your inquiry.

We Won't Sell Anything—But the Best!
Place your orders now for the

NORTHWESTERN DE LUXE

The World's Finest Bulk Vendor

DELUXE

MODEL 33

Lots of 100 or More.....	\$18.95	Lots of 100 or More.....	\$ 9.60
Lots Less Than 100.....	19.50	Lots Less Than 100.....	9.75
Lots Less Than 25.....	19.75	Lots Less Than 25.....	9.95

(F.O.B. Factory) ORDER TODAY!

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NEW U-SELECT-IT MODELS

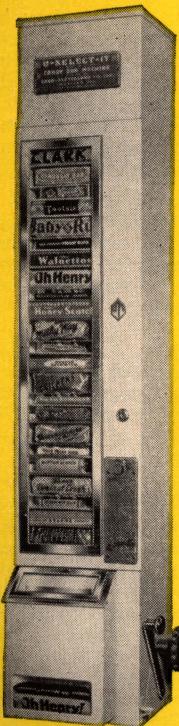
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COAN MANUFACTURING CO.

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THE "74"

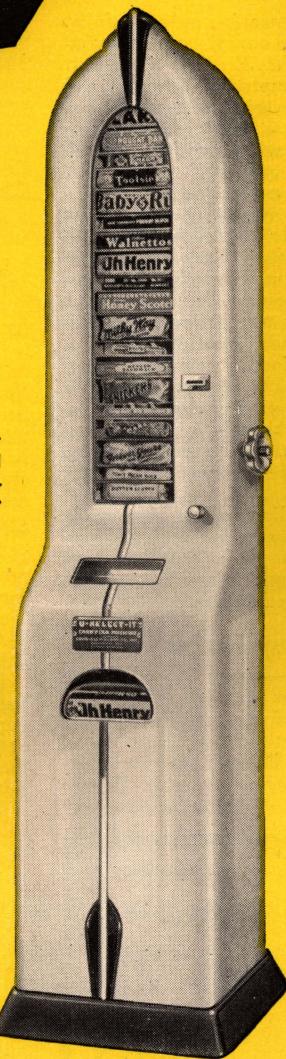
Holds 74 bars. Most popular machine in the field.



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Holds 148 candy bars. Engineered to protect operator and consumer alike.

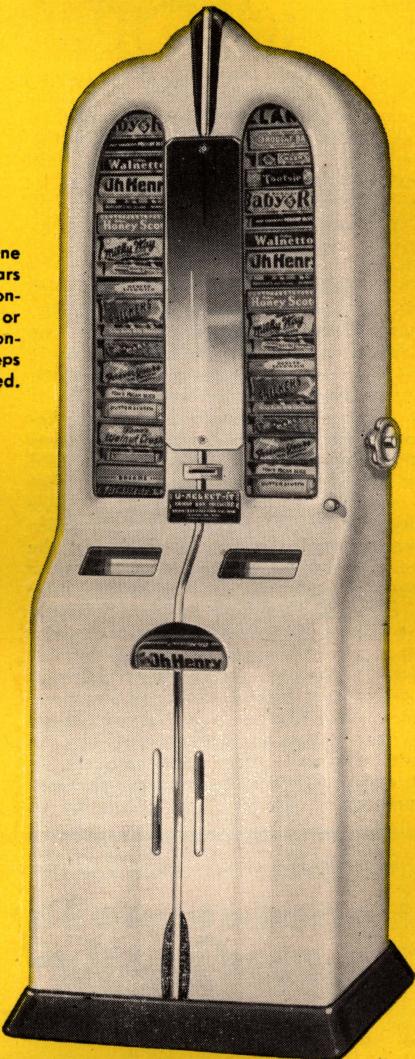
*Built
to
Last!*



THE "250"

The biggest machine of its kind. 250 bars on a fool-proof conveyor. Come with or without air-conditioning unit that keeps candy properly cooled.

*Tough
and
Rugged!*



Fool Proof. Dependable Construction — Increased Capacity!

Twenty years of experience and research brings you these new U-Select-It candy bar vendors. Every known improvement in conveyor systems is incorporated. No expense has been spared. Operator and consumer alike have been protected against loss. Honest value and fool-proof operation is built in to give a life-time of continuous

service. All models are built to precision standards in our own modern plant. U-Select-It machines are guaranteed dependable, amazingly attractive and the most outstanding candy vending values in America.

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AND FULL PARTICULARS ON INSTALLMENT PURCHASE PLAN**

COAN MANUFACTURING COMPANY
1070 HELENA ST.

MADISON 4, WIS.

Kelner Discusses Candy Vendors

By JACK KELNER

Candy Bar Vendors are scarcer than hens' teeth. More than two hundred requests for used machines have crossed my desk since the first of the year. An equal number of people have asked me for new machines. During the war, almost everything that remotely resembled a candy machine was put into use in the war plants. If candy were easier to get, there would be twice as many requests as there are to date, and that is plenty.

What is the status of the candy vendor today? There were five major makes of machines prior to Pearl Harbor. A very popular one was the Stoner Univendor, made in Aurora, Ill., by the famous company of the same name. The report from them at this minute is that no machines are expected to come from their production lines till Fall and perhaps later. Lack of materials has been the essential factor in delaying production.

Another popular make was the National, made by National Vendors of St. Louis. General Manager Al Diedrich reports that no candy vendors will be made for some time. They are too busy getting out the new models of cigarette vendors.

A third make of candy bar vendor before the war was the one made by Rowe Manufacturing Co. of Belleville, N. J. I have information from top authority that the company is too busy filling a large backlog of orders for the new Crusader Cigarette vendor accumulated during the war; that the candy bar vendor has been relegated to some distant date in the future . . . if at all. They have no plans for making a machine at this time. Du Grenier also built a candy bar vendor before the war and their plans do not include reviving it.

Last but not least is the Coan-Sletteland U-Select-It vendor made in Madison, Wisc. Their production has been stymied by lack of materials and other factors same as the rest, and production of their new machines is proceeding slowly. A recapitulation of

the possibilities of obtaining candy bar machines from the five pre-Pearl Harbor makers is remote. None of them promise anything definite this year.

Is that all, then, there is to the picture? Thank goodness, NO! Here is a brighter story. A phone call invited me to the office of Sam Kogen, President of the Vendit Corp. at 2946 West Grand Ave., this city. Kogen wanted me to inspect a new candy vendor. He turned out to be a young red-headed fellow full of vim and fire, just returned from two years in the Navy with Uncle Sam's amphibious forces in the Pacific. Kogen is new to the Coin Biz, but definitely an asset. You've got to like him and his straight-forward way of doing business.

I looked the new machine over carefully. It has a lot of sales appeal, and most important of all SERVICE MAN appeal. It is easy to get at, simple in operation, and a novice can see anything that might jam it up and fix it in a hurry. It has more capacity than any other vendor built to date, and the price surprised me too . . . only \$135 laid-down-at-your-door. I had heard rumors for months that it would cost about \$250, so I failed to follow it up.

Kogen went down to Kansas City one day hoping to buy some machines for an operation he had bought before the war, and came back with the national distributorship. He has already established distributors in every state in the union. All territories are used up. The machine itself has a fine pedigree. The engineering brains behind it have the know-how of building vendors. Innovations are the genuine lucite front that will prove stronger and better suited than steel.

A schedule of deliveries has been made and your state is sure to get some in June with increasing numbers for July and August. By September quite a number of these machines will be on location.

Candy by Tommy Tucker

LOS ANGELES—Featuring chocolate covered marshmallow and nuts, a new line of fancy, high-priced candy called "Tuck-erete" will appear on the West Coast market in the Fall. Head of the new candy company is Bandleader Tommy Tucker . . . and a number of veteran candy men.

NAMA Directors Meet With Hershey Official

HERSHEY, Pa.—Automatic merchandising of candy, chewing gum and other confectionery products was the subject of discussion at a recent luncheon meeting of the board of directors of the National Automatic Merchandising Association at the Hershey Hotel.

Clarence Adelberg, vice-president of the Stoner Mfg. Corp., was one of the members of the board of directors who acted as host to J. J. Gallagher, recently promoted to general sales manager of the Hershey Chocolate Corp.

The luncheon was held the day after a regional meeting of the NAMA at the Bellevue Stratford Hotel in Philadelphia, where an "Information Please" symposium was held on automatic merchandising.

Other discussion leaders at the luncheon were Arthur Echil, treasurer of D. Goldenberg, Inc., Philadelphia, and John Collins, president of the New York Automatic Canteen Corp., New York City.

Cookie Machines Available

NEW YORK—Statler Distributors has started delivery of cookie machines, according to Lawrence Reiss, and officials of Loose-Wiles Co. state that operators are now able to get cookies in any quantities for the machines.

Distributor line-up for the machines is as follows: home office will handle New York; Boston Sales Agency will handle Boston; Midland Distributors, Philadelphia; Roberts Distributors, Baltimore; Kissels Catery, Cleveland; Midwest Specialties, Wisconsin; Parker Products, Tennessee; Hawaiian Pacific Sales, Hawaii.

Clinton Industries

WILMINGTON—Clinton Industries, Inc., formed in February by the merger of National Candy Co., St. Louis, with the Clinton Co., Clinton, Ia., earned a net profit of \$1,073,753 in 1945, according to Ray E. Clizbe, president.

Prior to the merger, the Clinton company was the third largest manufacturer of corn syrup, corn sugar and other corn products. The new company earned \$141,077 more than in 1944.

Airlines Serve Candy

NEW YORK—Air travelers with a sweet tooth are to have their taste satisfied aboard the cross-country transports operated by the 23 United States flag airlines comprising the Air Transport Association of America.

In keeping with airline intentions to provide passengers with well-balanced meals, afterdinner mints and other candies are planned as a definite part of the food service. The meals now equal those in leading hotels and restaurants and are the result of nutritive research and planning.

Prepares Candy Survey

WASHINGTON—The Department of Commerce expects to release in June the results of a candy industry survey. In order that the completed survey will reflect a true picture of the industry, the Washington office of the National Confectioners' Association asks that industry members who receive the Commerce Department questionnaires fill them out and return them promptly.

Peanut Vendor Booklet

NEWARK—"Business Plan for You" is the title of a booklet recently published by Al Cohn, Asco Vending Machine Exchange, as guide to the peanut vending machine business.

New Candy Plant

NEW YORK—Hartford Main, president of Sunshine Biscuits, Inc., Long Island City, N. Y. has announced company plans for erection of a candy plant in Kansas City.

Pan's Original Hard Shell Candies

Made exclusively for Vending Machine purposes.
Pan's "Hard Shell Candies" will withstand the seasonal climatic conditions longer and at the same time retain their freshness and appetizing appearance.
Production limited to current raw material supplies.
Suggest you get on our mailing list for quick action when conditions improve.

PAN CONFECTIONS

Originator of

HARD SHELL VENDING CANDIES

311-329 W. Superior St.

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AUTOMATIC MUSIC



McMurdie To Jones Co.

SALT LAKE CITY—After four and a half years in the army, Major C. N. McMurdie has joined the Jones Distributing Co., Salt Lake City, as office manager and general assistant to R. J. Jones.

A graduate of the University of Utah, majoring in business administration, McMurdie was an executive of the J. C. Penney Co., Salt Lake City, before entering the army. Most of his army experience was as ordnance property and supply officer, covering procurement, storage and issuance of ordnance materiel in his area.

McMurdie, states Jones, comes well equipped to do a real job for the Jones organization and the operators of the Mountain States welcome him to the coin machine business.

National Appoints Cote

NEW YORK—Emile Cote has been placed in charge of Artists and Repertoire for National Records. Herbert Abramson leaves the organization.

N. Y. Times Writer Tells Readers "All About Automatic Phonos"

NEW YORK—Not too many years ago lots of authors were turning out occupational novels. You got entertained while you learned about some type of work you didn't know about, or maybe some entire industry. The authors and the publishers made a lot of money. But somehow the popularity of this type of fiction slipped off without anyone's typewriter turning out a finished novel in which the occupation dealt with the coin machine industry. Several were started, though . . .

As a result of this oversight the industry has remained a great mystery to a great many people. Now, at last, part of the public has been informed about part of the industry. Not by means of a novel, however.

The *New York Times Magazine* on a recent Sunday published a feature article which took apart the industry's music business and spread statistics all over the place. Want to know what some people know about you? Well, for instance—

"If the 'juke box' industry has anything to say about it, juke boxes will become standard equipment in bars, like mirrors, footrails and ice. The industry is set for the biggest boom in its history . . . the half-dozen major manufacturers in the field are bidding for the nation's ears at eating and drinking establishments. And those ears are worth plenty—roughly \$232,000,000 last year, or 4,640,000,000 nickels."

Murray Schumach, the writer, commented on the industry's wartime concentration on production for attack . . . and

also on the difficulty of getting any information out of a fact-finding expedition to the New York Automatic Music Operators Association or the distributors, but still he came up with his story which traced the phonograph down from its maker through distributors to operators whom he terms the "backbone of the industry."

More than that, he indicates that they earn what they get by explaining that they have to install, repair and service the equipment, and some of them have headaches in trying to satisfy public taste in popular tunes. Such things as Crosby's outselling Sinatra in the "more expensive" spots, catering to the distribution of racial groups so that Spanish, Italian, Polish, Chinese and Greek customers will be satisfied too—these are some of the operator's problems.

Schumach also explained about locations and agreements that give them an income from the phonographs.

In the matter of their money-making ability, the writer came up with the estimate that in New York City, where there are "between 8,000 and 10,000 machines," the weekly collection is \$16 per box." That, he observes, means a dollar's worth of music an hour, on the basis of ten three-minute discs with the phonograph "in perpetual uproar."

Outside New York, he's learned, there are more phonographs per person. He quotes a distributor whose territory includes 25,000,000 people as saying there

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TURN PAGE

CALIFORNIA MUSIC OPERATORS ASSOCIATION

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California Music Operators Association

Membership Is Successful

Operating Insurance

We are interested at all times in hearing from other Associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, President
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

is one phonograph for every 500 people, or about 280,000 machines in the country. And at an average weekly intake of \$16 each, the nationwide annual income of phonographs would be about \$232,000,000. (Anyone care to call the business small potatoes?)

Schumach is also well aware of the industry's allergy to the term juke, and he's amused, not without reason. He takes the trouble to trace the origin of the word and finds that, contrary to opinions that it's unsavory, it has a heritage more honorable than any American's. In 1374, in his book "Troilus and Criseyde," the poet Chaucer used the word *iowken*, meaning to rest or sleep. In isolated mountain sections in the South, where Elizabethan English has been preserved, the word became *jouke*. In those sections, the local tavern became a "jouke joint," later "jook joint." So that actually a "juke box," while it could hardly be said to encourage sleep, may very well mean a "rest" box, or something which provides a rest, a change, a diversion.

Schumach has been advised of the threat of piped music, and he tells his public something of what the phonograph manufacturers are doing to meet the competition in the way of new models, first since 1942. He says they're "calculated to gain the victory by sheer power. One of these musical mastodons weighs nearly 400 pounds, stands five feet tall, exudes rainbows of light and has a speaker that would do justice to a battleship's public address system. It should certainly meet the boast of one operator, who said the machine 'livened up a place.'"

And that, if you're in the music business, is what some of the people know about you.

Rolston Joins AMI

The Automatic Instrument Co. announces that John N. Rolston has been appointed General Manager of the Music Division of Automatic Instrument Co. He will have offices in Chicago and Grand Rapids, where the AMI factory is located.

Rolston is a graduate of De Paul Academy and the University of Illinois. He was formerly associated with the firm of Booz, Allen & Hamilton, Chicago. Previous to that, he was Assistant General Sales Manager for the Sullivan Machinery Company, Michigan City, Indiana, with whom he was associated for thirteen years.

According to DeWitt (Doc) Eaton, General Sales Manager of AMI, Rolston is at present devoting most of his time to the Grand Rapids factory where he is expediting production and procurement.

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An Ultra-New STANDARD BRANDS offering

RECORD CARRYING CASE

Sturdily Constructed—Lightweight—Compact

Provide each of your route-men with one or more of these handy record carrying cases and eliminate loss due to broken, chipped records.

Reinforced throughout with a carrying capacity of 50 standard size records.

\$5.95

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EXPERT COMMERCIAL and FINE PORTRAIT PHOTOGRAPHY

What Makes A Good Phono Operator?

MENLO PARK, Calif.—The question of what requirements are necessary to make an operator a good operator was answered here recently by the *Peninsula*, a weekly published in San Mateo County. Said the paper:

"Our juke box companies got together (feeling sorry one day) and figured out this list of characteristics—natural, and acquired—as requirements for a good jukebox operator:

"He must be—a man of vision and ambition, an after-dinner speaker, and a before-and-after-dinner speaker, and a before-and-after-dinner guzzler, and a night-owl, and Buy Everybody Drinks.

"He must entertain location owners' wives, sweeties, customers and stenos without becoming too amorous, inhale dust, cigar smoke and answer trouble calls within five minutes and Buy Everybody Drinks.

"He must be a ladies' man, a man's man, a model husband, a fatherly father, a devoted son-in-law, a good provider, a plutocrat, a Democrat, a Republican, a New Dealer an Old Dealer and a Fast Dealer, and Buy Everybody Drinks.

"And he must be an expert driver, talker, liar, dancer, traveler, bridge and poker hound, torero, golfer, diplomat, financier, philanthropist, nudist; an authority on palmistry, chemistry, archaeology, psychology, physiology, meteorology, criminology, dogs, cats, horses, house trailers, blondes, redheads and lingerie and Buy Everybody Drinks.

"The job-application line forms at the right!"

Navarro Heads South

LOS ANGELES—Frank Navarro, of Navarro Distributing Co., left here on May 17th and planed East to the Aireon plant to arrange for quantity shipments to his local branch and office in Mexico City. From there Frank flew over to Juarez, Mexico, to meet Señor Padilla, prominent candidate for the presidency of Mexico.

Navarro will continue on to Mexico City by Pan American Airways to check in at his office there and be on hand for the delivery of the first Aireon instruments in the Republic.



Solotone Appoints

LOS ANGELES—Three Solotone regional distributors for the East and Midwest have been announced by the Solotone Corp. of Los Angeles, manufacturers of the new individual timed music system.

They are Theodore Blatt, Brooklyn, for Greater New York; Timed Music, Cleveland, for Ohio, Indiana and Kentucky; Tri-State Distributing Co., Kansas City, Mo., for Kansas, Western Missouri and Southern Nebraska.

The success of Solotone is daily reflected in the enthusiastic response of distributors in all parts of the country, according to company officials. To meet demands of the trade, equipment is being mass produced at the Pacific Division plant of Bendix Aviation Corp. in North Hollywood, Calif.

Solotone is the new multiple profit idea in musical entertainment which has proved so successful on the West Coast. The customer at booth or counter—and only the customer—hears what he pays for. Five cents in the slot gets six minutes of popular recordings. Music is supplied either over telephone lines or from a hide-away unit at the location.

Carter Buys Beach Home

LOS ANGELES—Nick Carter, of Nickabob Co., has purchased a two-bedroom house at Balboa and will take possession the middle of July.

Mr. and Mrs. Carter expect to spend a portion of their time at Balboa and especially during the summer months when the Carter daughters are out of school, and can enjoy the sheltered beach that Balboa provides. During the school year the two girls are in a very exclusive private girls' school.

SIX NEW MOVIE SUBJECTS

for
PANORAM or SOLO-VUE
SERIES 18

featuring

1. **ROSALIE de la TORRES**
Atomic Bombshell
2. **PEGGY DAVIS**
Petite and Beautiful
3. **YVETTE ARMAINE**
Exotic Queen of Strip
4. **DOLLY DANIELS**
Blonde Tornado
5. **HELEN LEROYER**
Bouncing Baby Doll
6. **HEATHER ENGLISH**
Delicate and Lovely

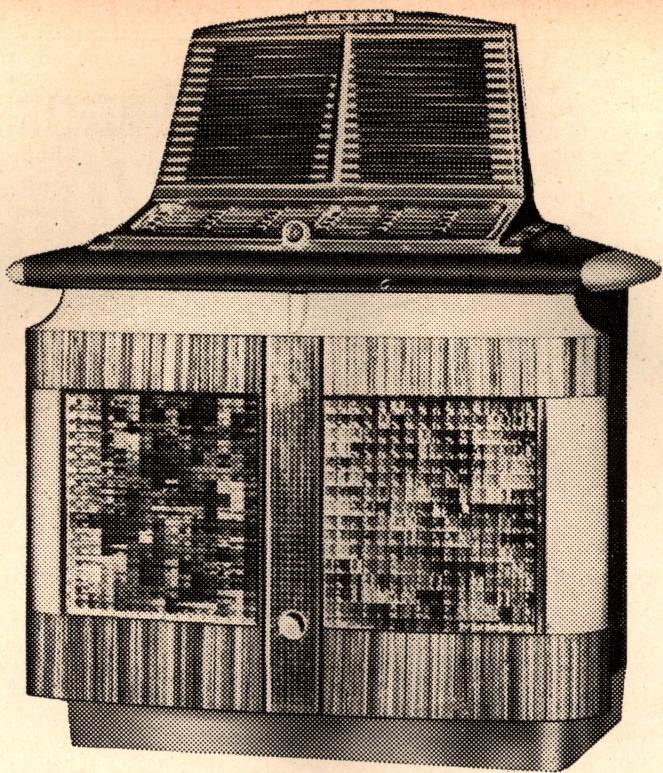
music by
BILLY ROSE
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\$36.00 per wheel of 6.
Series 1-17 also available.
Write for catalog.

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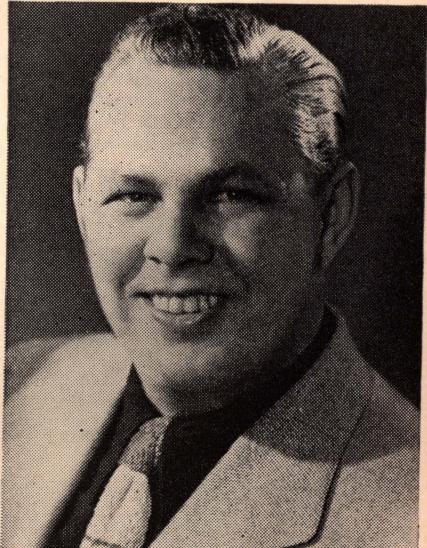


*"Weighed In the Balances... --- and **NOT** Found Wanting!"*

It's an old biblical expression—"Weighed In The Balances and Found Wanting"—but when applied to the new Aireon Electronic Phonograph the word "NOT" must be inserted to make it accurate. For the new Aireon instrument is now winning new plaudits for its sensational performance on locations in various parts of the nation. And for earnings . . . the AIREON is establishing new records. These are not idle words but actual facts, substantiated by proven records now being made.

Aireon Electronic Phonograph and remote control equipment open a new profit era for music operators—an age of greater play appeal through electronic beauty and tone . . . an age of quicker, easier servicing and continuous trouble-free performance . . . of lower operating costs and higher profit levels. Come in and let us tell you more about this sensational instrument.

Jack Gutshall



YESSIR, FROM NOW ON . . . IT'S AIREON!

JACK GUTSHALL DISTRIBUTING COMPANY

1870 W. WASHINGTON BLVD.

(ROchester 2103)

LOS ANGELES 7, CALIF.



MORE THAN EVER BEFORE THE PUBLIC IS BECOMING WURLITZER BRAND CONSCIOUS



Now, more than ever before, thanks to Wurlitzer's national advertising, the public will know and go where they can enjoy Wurlitzer music.

Every Wurlitzer Factory-Approved Music Merchant and Wurlitzer location owner will cash in as America becomes Wurlitzer brand conscious in selecting its commercial music.

Our nearest office will gladly give you the details.

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WOLF SALES COMPANY

Exclusive WURLITZER Distributors

FOR COLORADO, WYOMING, UTAH, ARIZONA, NEW MEXICO, EASTERN IDAHO, EASTERN NEVADA, SOUTHERN MONTANA AND WESTERN TEXAS

1932-4 Broadway
Denver 2, Colorado

276 W. First, South
Salt Lake City 1, Utah

626 W. Washington St.
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2401-5 East Alameda St.
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Wurlitzer Names Fuller Director of Merchandise

NORTH TONAWANDA—Paul M. Fuller, associated with the Rudolph Wurlitzer Co. since 1936 as a design consultant and more recently manager of the design department, has been appointed to the newly created position of director of merchandise for Wurlitzer's North Tonawanda Division, according to Carl E. Johnson, general manager.

With wide training and experience in art, architecture and design, Fuller will direct field research, design and modelization for Wurlitzer products, which will include phonographs, electronic organs and soft drink vendors. Aim of the department is to design the products in accordance with requirements of the markets in which they will be sold. Field and market surveys, analysis of new materials, and adaptation of new materials to Wurlitzer products will come within the scope of Fuller's department.

Gutshall Adds San Antonio

LOS ANGELES—The spirit of the old West is blossoming out at Jack Gutshall Distributing Co. for the firm has added the San Antonio label and Western corn is sprouting from every turntable in the joint.

But all kidding aside, the label features some fine Western talent and the first four sides being offered feature Frankie Marvin, who is presently on tour with Gene Autry. Marvin has appeared in 52 of Autry's pictures, both as an actor and musical artist.

On the first quartet of numbers Marvin has featured the "Guitar Polka" with vocals. This is the first time that the Guitar Polka has been released with lyrics. Gutshall reports a fine response to the initial offerings. He will handle national distribution on the label.

Bloom Forms Company

NEW YORK—Following the purchase of the entire wood-working plant of the Penn-York Lumber Co., 502 W. 45th St., New York City, Al Bloom has resigned as secretary of the Automatic Music Amusement Operators Association and formed a company under the name Speedway Products, Inc.

Bloom states that his company is specializing in the reconditioning of used phonograph cabinets and the molding of replacement plastic parts for music machines.

Having been secretary of the AMAOA for eight years, members of the association were reluctant to accept his resignation. When his resignation was accepted he was made an honorary member of the association for life.

SPEAKERS

RECONING SERVICE

FAST SERVICE

WORK GUARANTEED

Reasonable Prices

SPECIAL ATTENTION TO OUT OF STATE WORK

DEE'S SERVICE SHOP

H. M. DeGOVIA

1119 Venice Blvd.

H. JACK DeGOVIA

Federal 7875

Los Angeles 15

PHONO NEEDLE RE-SHARPENING

The Only Successful
Service of It's Kind
In Operation

Write for Free
Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA



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Musical...

MUSICALE persuades all the customers to spend more money . . . using the magic selling power of the human voice to sell each recording.

MUSICALE is private music for the individual, not the "house" . . . every person who listens to each record pays for it—hundreds pay for the playing of each recording.

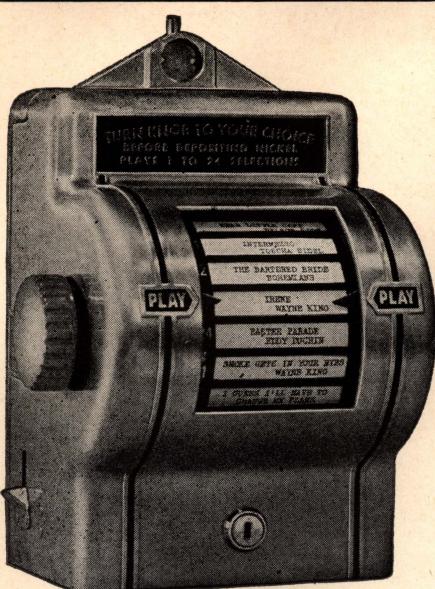
MUSICALE has rich, full tone, but low volume . . . because it is quiet, private entertainment, it will be welcome to thousands of NEW locations who have kept the door closed to music.

ONE MUSICALE installation can serve hundreds of locations, thousands of separate nickel taking, entertainment units. Only one set of records, no strips to change. Fewer service calls. Built to high fidelity telephone standards.

Get full proof that Musicale is fool-proof, profit tested. Wire or telephone Esterbrook 3110.



telotone corporation
 Telephone Engineering
 500 N. PARKSIDE CHICAGO, ILL.



We Are Now Delivering

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

The most outstanding remote control box in the entire music field . . . that's the PACKARD PLA-MOR! Thoroughly proven over the years, and still the most popular box on the market.

Send In Your Orders Today

PAUL A. LAYMON
1503 W. PICO BLVD.
LOS ANGELES 15, CALIF.

Coin Movies Coming

CHICAGO—Plans by National Industries, Inc., for production of 10,000 movie machine units—including the coin-operated model—in 1946 have been announced by Ed Leven, director of the motion picture division for NATCO.

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The coin-operated model is 6½ feet high, 39 inches wide, 27 inches deep. Screen measures 22 by 29 inches. Machine operates with insertion of a dime, which gives 2½ minutes of sound picture entertainment. Each machine has 16 selections to the reel, with a total running time of 45 minutes.

The machine will not be sold, Leven states, but will be leased to coin machine operators and to individuals or location owners. Agreement in the lease provides for regular checks and for servicing by factory representatives.

Coin machine operators will have first chance in opening up territories, Leven added.

Another NATCO idea that should appeal to coinmen is a completely coin-operated newsreel theatre. The automatic projection equipment would be leased and would run a continuous newsreel program for 45 minutes on as long a schedule as the theater manager desires.

Customers would enter the theater through coin-operated turnstile, take their seats, and see a complete show or as much of the program as they wished. Price of admission would be about 10 cents. As the projection equipment would operate automatically, only one man in attendance would be required.

PHONO NEEDLES

We re-sharpen needles with exactly the same taper, assuring that needle replacements will fit the record groove.

Write for Free
Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

No permanent address has been chosen yet. However, headquarters will be in Cleveland.

Financing will be done entirely through membership dues.

William H. Rosenfeld, who is acting as counsel for the federation, announced that any association of automatic phonograph operators can affiliate with the national organization.

In brief, purposes of the federation, as announced by Rosenfeld, are: (1) through affiliation, to unite the various trade associations in the industry, (2) to serve as a clearing-house and source for information and expert opinion on matters of concern to the industry, (3) to work for improved public relations, (4) to represent the industry before legislative bodies so that the enactment, amendment, or repeal of laws and regulations may always be for the general welfare of the industry and of the nation, (5) to increase the usefulness of member-associations, (6) to encourage our competitive system of free enterprise in a manner consistent with the welfare of the people of the nation and the members of the industry.

Two general policies have been outlined. The federation shall not engage in any activity in violation of the Sherman Anti-Trust Act, the Clayton Act, the Federal Trade Commission Act, or any similar laws.

Another policy provides that all delegates and directors of the federation shall be executives engaged in the industry, not paid officers or employees of a member-association. However, suggestions and recommendations from paid officers or employees of member-associations will be welcome.

Consider Phono Tax Reduction in Chi.

CHICAGO—A reduction from \$50 to \$20 annually on automatic phonograph licenses was taken under consideration here on May 10th by the City Council's sub-committee on juke boxes.

The fee reduction was proposed by the Juke Box Operators Association, representing operators of about half of the 10,000 coin-operated phonographs in the city.

Yes . . . THAT'S RIGHT!

We're the New Factory Jobbers for
PACKARD MANUFACTURING COMPANY
in the Sacramento Valley area.
COMPLETE PACKARD MUSIC EQUIPMENT
Wall Boxes • Speakers • Adapters

Soon—

THE NEW PLA-MOR PHONOGRAPH

Drop in and let us work out your music problems

MILLER DISTRIBUTING CO.

3015 Jay Street

Sacramento 16, California

Dial 3-2956

PACKARD MANUFACTURING CORP.

National Distributor Organization

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1000 Poydras Street, New Orleans, La.
A. P. Monte • Phone: Raymond 6023

Colorado and Wyoming

AJAX MUSIC COMPANY
1331 East 16th Avenue, Denver, Colorado
A. J. Arnold • Phone: Tabor 3439

Southern Florida

AMERICAN DISTRIBUTING CO.
810 - 5th Street, Miami Beach, Florida
Milton Green • Phone: 58-1619

South Carolina

AMUSU NOVELTY CO.
129 North Spring St., Spartanburg, S. C.
R. T. Thompson

Eastern Michigan

ANGOTT SALES CO.
2616 Puritan Avenue, Detroit 21, Michigan
Carl Angott • Phone: Un-40773-4

Southern Indiana, Southeastern Illinois, Western Kentucky

AUTOMATIC AMUSEMENT CO.
1000 Pennsylvania St., Evansville, Indiana
Charles Ewing • Phone: 3-4508

Kansas and Western Missouri

AUTOMATIC COIN MACHINE CO.
13 West Linwood Blvd., Kansas City, Mo.
A. H. Myer & Victor Roos
Phones: Wabash 4577 and West Port 9810

Eastern Pennsylvania and Southern New Jersey

BANNER SPECIALTY CO.
199 W. Girard Ave., Philadelphia, Pa.
I. H. Rothstein

Western Pennsylvania and West Virginia

BANNER SPECIALTY CO.
1508 - 5th Avenue, Pittsburgh, Pa.
Harry Rosenthal, Mgr.

Northern Indiana

BINCO MUSIC DISTRIBUTING CO.
2302 Forest Park Blvd., Ft. Wayne, Indiana
Harry Binnie • Phone: Anthony 4585

Western Colorado

C. E. BURNS MUSIC & APPLIANCE CO.
1510 N. 7th Street, Grand Junction, Colorado
Phone: 2825

Central Ohio

CAPITOL PLA-MOR DISTRIBUTING CO.
428 South High Street, Columbus, Ohio
Frank C. Charie

State of Connecticut

CONNECTICUT PLA-MOR CO.
461-65 East Main Street, Bridgeport, Conn.
J. V. Fitzpatrick • Phone: 6-1654

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JOE EISEN
710-712 12th Ave., Cor. 52nd Street,
New York City, N. Y.

Nebraska and South Dakota

FRANKEL DISTRIBUTING CO.
1209 Douglas, Omaha, Nebraska
L. S. Frankel • Phone: Atlantic 3407

State of Arizona

GARRISON SALES CO.
1000 W. Washington St., Phoenix, Arizona
Roy E. Garrison • Phone: 3-2920

State of Iowa

GILBERT DISTRIBUTING CO.
3203 Forrest Avenue, Des Moines, Iowa
Gilbert Kitt • Phone: 7-0569

Maine, New Hampshire, Vermont and Massachusetts

HAMEL DISTRIBUTING CO.
910 Beacon Street, Boston 15, Mass.
Phone: Kenmore 6810-6811

District of Columbia, Delaware and Maryland

HIRSH COIN MACHINE CO.
1309 New Jersey Ave., N.W.,
Washington, D.C.
Phone: Hobart 3170

Utah and Southern Idaho Western Wyoming

INTERMOUNTAIN DISTRIBUTORS
P. O. Box 686, Salt Lake City 9, Utah
George L. Cusick

Eastern Canada

LAWRENCE NOVELTY CO.
1436 Notre Dame St. W.
Montreal, Quebec, Canada
L. Drapkin • Phone: Wellington 5176

Western Tennessee, Arkansas and Northern Mississippi

MEMPHIS AMUSEMENT CO.
1064 N. Avalon, Memphis, Tennessee
Dwight Osborn • Phone: 7-4361

Virginia and North Carolina

MOSELEY VENDING MACH EXCH. INC.
OO Broad Street, Richmond, Virginia
H. F. Moseley • Phone: 3-4511

Northern Florida

MUTUAL DISTRIBUTING CO.
302½ Park Street, Jacksonville, Fla.
C. M. Stokes, Jr.

Central Kentucky and Southern Indiana

OHIO SPECIALTY CO.
539 South 2nd St., Louisville, Ky.
Charles Rosen • Phone: Wabash 2465

Eastern Missouri and Southern Illinois

OLIVE NOVELTY CO.
2625 Lucas Street, St. Louis, Mo.
A. G. Haneklau • Phone: Franklin 3620

Oregon and Central Idaho

OREGON PLA-MOR CO.
625 S.W. 12th St., Portland, Oregon
Lou Dunis • Phone: Atwater 4649

Eastern Wisconsin

PACKARD DISTRIBUTING CO.
521 North 16th Street, Milwaukee, Wisconsin
E. E. Gessert • Phone: Daly 1828

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Rochester City Airport, Rochester, N. Y.
John W. Ryan

Western Michigan

PEACH RIDGE DISTRIBUTING CO.
R.R. 2, Sparta, Michigan
L. W. Bodell

Central Wisconsin

PIERCE DISTRIBUTING CO.
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PLA-MOR DISTRIBUTING CO.
1408-10-12 W. Central Pkwy.,
Cincinnati, Ohio
Charles R. Trau • Phone: Main 4109

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PLA-MOR DISTRIBUTING CO.
3914 Carnegie Avenue, Cleveland, Ohio

Southern California

PLA-MOR DISTRIBUTING CO.
2534 W. Pico Street, Los Angeles, California
Charles Washburn • Drexel 3276

Northern California

PLA-MOR DISTRIBUTING CO.
San Francisco, California
Charles Washburn

Washington, Montana and Northern Idaho

PLA-MOR SALES CO.
129 First Avenue W., Seattle, Washington
John J. Michael • Phone: Garfield 2502

Eastern Ohio

PLA-MOR DISTRIBUTING CO.
1310 S. Market St., Youngstown, Ohio
W. C. Miller • Phone: 3-9229

Western Oklahoma

RICE MUSIC COMPANY
816 N. Walker, Oklahoma City, Oklahoma
L. W. Rice

Eastern Kentucky

STERLING NOVELTY CO.
669 S. Broadway, Lexington, Ky.
Hoskie Boldberg • Phones: 1725 and 3782

Eastern Tennessee

FRANK SWARTZ SALES CO.
117 N. Third Avenue, Nashville, Tennessee
Phone: 4-8571

Alabama, Southern Mississippi and Western Florida

TEN BALL NOVELTY & MFG CO.
1731 Second Ave. N., Birmingham, Alabama
Nathan Allen • Phones: 4-3351 and 4-3352

Southeastern New York and Northeastern Pennsylvania

George R. Thayer Co.
47 State Street, Binghamton, N.Y.
Phone: 4-4522

Minnesota, North Dakota, Upper Peninsula of Michigan and Northwestern Wisconsin

TWIN PORTS SALES CO.
230 Lake Avenue S., Duluth, Minnesota
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West Central Indiana, East Central Illinois

WABASH VALLEY DISTRIBUTING CO.
425 N. 13th Street, Terre Haute, Indiana
James L. Baker • Phone: Crawford 2246

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WALBOX SALES COMPANY
1503 Young Street, Dallas, Texas
Collis Irby • Phone: Riverside 8481

Eastern Oklahoma

WALBOX SALES CO.
1022 S. Troost, Tulsa, Oklahoma
Collis Irby

Northern Georgia

EDGAR I. WOODFIN
62-64 Central Avenue, Atlanta, Ga.
Phone: Main 4601

Northern Illinois

WORLD WIDE DISTRIBUTING CO.
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Allen J. Stern • Phone: Brunswick 2338

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MACHINE
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**FOR
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1946**

PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, INDIANA • HOMER E. CAPEHART, CHAIRMAN OF THE BOARD



PIONEER OF THE INSTRUMENTS

POLICY-MAKERS OF THE INDUSTRY

SELECTIVE REMOTE CONTROL WALL BOXES
• ADAPTERS • BAR BRACKETS •

AUTOMATIC PHONOGRAHS

CEILING AND WALL AUXILIARY SPEAKERS
• ACCESSORIES • 30-WIRE CABLE •

The New
AMI
Phonograph

david green

**PLAYS
BOTH
SIDES!**

This single simple mechanism
plays both sides of 20 records
to give 40 selections!

M. S. WOLF DISTRIBUTING CO.

1348 VENICE BLVD., LOS ANGELES 6, CALIF. • 1175 FOLSOM ST., SAN FRANCISCO 3, CALIF. • 1305 KETTNER BLVD.,
SAN DIEGO 1, CALIF. • 427 S. W. 13th AVENUE, PORTLAND, OREGON • 2313 3rd AVENUE, SEATTLE, WASHINGTON

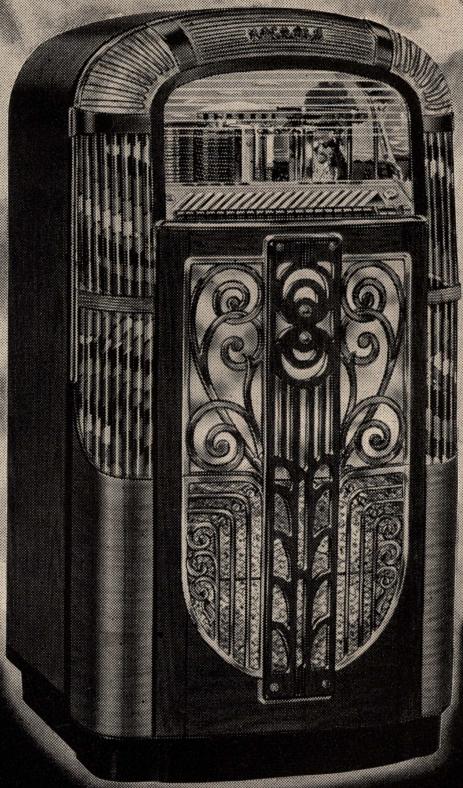
EXCLUSIVE DISTRIBUTORS IN CALIFORNIA, NEVADA,
ARIZONA, OREGON, WASHINGTON, HAWAIIAN ISLANDS



ROCK-OLA

THE PHONOGRAPb OF TOMORROW...

Today



Latest in design, color, lighting
effect, animation, eye appeal, quality
of tone and flawless performance



ROCK-OLA Manufacturing Corporation

800 N. KEDZIE AVE. • CHICAGO 51, ILL.

STOP THE TONE VARIABLE ON RECORDS

**With The
WAYNE
RECORD VOLUME EQUALIZER**

All Records Play At The Same Pre-determined Volume!

At last a device to equalize the volume on every record in your program stack. Regardless of the variance in recording volume, the WAYNE AUTOMATIC RECORD VOLUME EQUALIZER adjusts the volume on your phonograph so that EVERY RECORD is reproduced at the same volume. No more low volume records followed by a recording that will practically blast the customers through the walls. Every record receives the same consideration, presentation, location-controlled and at a pre-determined volume.

The WAYNE VOLUME EQUALIZER occupies a space no larger than an ordinary cigar box, is exceptionally simple and requires no attention or servicing. It may be installed on either new or used equipment—right on location—in ten minutes or less.

Bear this in mind—The WAYNE EQUALIZER does NOT constantly adjust the volume to compensate for varied noise in a location. The unit increases, or reduces, the volume on all records to a volume standard controllable only by you or your location owner. Records are reproduced in all their sparkling brilliance at the same volume level without constant volume fluctuations which result in jumbled renditions irritating to customers.

Be the first in your territory to equip all your phonographs.

IN ORDERING, PLEASE SPECIFY TYPE OF PHONOS UNITS WILL
BE USED ON SO PROPER CONNECTIONS WILL BE SHIPPED!

\$33.

DISTRIBUTORS WANTED
Write For Details

GEO. R. MURDOCK AND
ASSOCIATES

ELECTRONIC EQUIPMENT

1797 UNION STREET, SAN FRANCISCO 23, CALIFORNIA

Telephone P^Rospect 2974

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Nickabob Line-Loaded

LOS ANGELES—"Just call it! We've got it, or can get it!"

That's the present slogan of the Nickabob offices, here and in Fresno, for the firm has made connections which provide a variety and wealth of new equipment as it becomes available.

"We are now exclusive distributors in prescribed territory for Aireon Electronic equipment, A. B. T. Challengers and Coin Chutes, and Premier Barrel Roll," said Nick Carter, head of the organization. "In addition, we've made arrangements to provide our customers with the full line of Gottlieb, Chicago Coin, Bally, Exhibit and Genco, plus the new Gray-Mills Parts Washer which is gaining so much popularity. New lines are being added rapidly and we intend to keep pace with all new offerings and have them on hand for our customers."

DeLuxe Expanding

NEW YORK—With a present monthly production of more than 300,000 records, with a new plant now under construction which when completed in August will increase production to upwards of 1,500,000 platters monthly, the De Luxe Record Co., Linden, New Jersey, manufacturers of phonograph records bids fair to assume a place as one of the leaders in the record industry.

Headed by Jules and David Braun, the De Luxe Co. recently purchased a plot 100x250 feet, alongside the site of its present plant in Linden. More than 35 new machines will be installed. The new building will house the company's business and executive offices. In addition it will be equipped with complete modern recording facilities.

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"LOOK FOR THE EAGLE THE SYMBOL OF QUALITY"



for all
makes and models of
AUTOMATIC PHONOGRAHES
(the oldest and newest)

NOW AVAILABLE
RIGHT PRICES

Send For Complete Price List

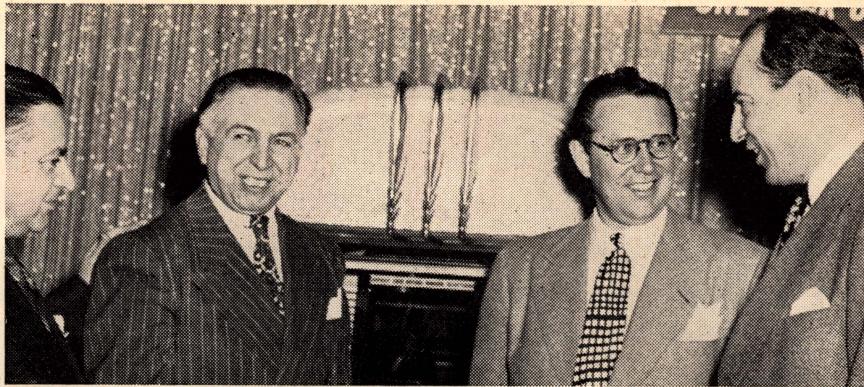
EAGLE

COIN MACHINE CO.

1514 N. FREMONT AVE.

MICHIGAN 1247

CHICAGO 22, ILL.



Inspecting the new AMI Model at the Runyon Sales showing in New York is Barney Sugarman, of Runyon; Ceser Petrillo, director of Music of Columbia Broadcasting; Doc Eaton, of AMI; and John Haddock, AMI proxy.

New Label By ARA

HOLLYWOOD—Music operators will be saved a great deal of time and annoyance through the introduction of a new style phonograph record label that emphasizes in large letters the name of the music and artist and in addition shows the selection on the reverse side. The easy-to-read label which enables the operator to know what is on both sides of the record without twisting and turning the record has been introduced by ARA, Inc.

The idea is so simple and results in so much convenience that it is a wonder it was not thought of years ago.

Unlike the standard label, the ARA label plays down the name of the company but carries the name of the song and the name of the artist in a type large and bold enough to permit its reading at a glance, at a distance, or even in very dim light.

Automatic phonograph operators, record store salespeople, radio engineers, and record collectors who handle a large number of records will be able to go through ARA records without having to turn each one over individually in search of a particular number.

The ARA label is practically the first new thing in record labels since Victor's listening dog was a pup.

Mills Announces New Panoram

CHICAGO—A new model of the Mills Panoram, the first in over four years, is expected to be in production in May or June and will incorporate many new features. With the new model, sound motion pictures will be projected on the Panoram screen half again as large as the screen in the pre-war models and will accommodate audiences of over 200.

Among other new features are refinements in the cabinet arrangement making servicing a faster, simpler operation, and an entirely new horizontal, continuous reel that will greatly reduce service calls and film wear. A slide projector also has been developed that will give Panoram an advertising value when not in actual operation and make it extremely acceptable to the average place of business.

The company's studios in Hollywood and New York, and the film distributing company, Soundies Distributing Corp., Chicago, have built up a large film library.

Mills states that the Panoram is "entirely an operators' machine; it will not be sold to individual location owners. The operator purchases machines in quantities, places them on location in specific regions, and establishes a permanent operating business."

SEEBURG —	Reconditioned Wallomatic Wireless Boxes.....\$28.50
	Reconditioned Wallomatic 3-Wire Boxes.....\$24.50

CASTERS

Heavy Duty Replacement	
SET of 4.....	\$1.60

VOLUME CONTROL KEYS

(For Seeburg and Wurlitzer)	
Package of 24.....	\$1.00
Package of 100.....	\$3.00

FIBRE MAIN GEARS

Sample	\$4.00	For Seeburg and Wurlitzers	Lots of 10.....\$3.50
		(less Steel Hub)	

QUANTITY PRICE.....\$3.00 each

Factory Guaranteed against Defective Workmanship and Material

SEEBURG

Pick-up Coils

(except
8800-9800)
Each \$1.50

WALLOMATIC

Fibre Inserts

For replacing rubbers
in Selector switch
banks

Per Set..... .30c

PLASTIC — (60 Gauge Red)

Cut to Size....per Sq. inch .02c	
20"x50" Sheet.....\$10.00	

Quantity Prices To Distributors and Jobbers

Terms: 1/3 Deposit, balance C.O.D., F.O.B. Los Angeles

E. T. MAPE MUSIC CO.

(Manufacturing Division)

1701 W. Pico Blvd. Los Angeles

(15)
Calif.

Phone: Drexel 2341

E. T. MAPE

284 Turk St. San Francisco

(2)
Calif.

Phone: Prospect 2700

DOUBLE YOUR TAKE WITH **SOLOTONE** DOUBLE COIN CHUTES



**ONLY SOLOTONE
HAS THIS MONEY-
MAKING FEATURE**

COIN
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Dual Coin Slots — one of many advanced features that Solotone gives you exclusively — are an extra profit-maker. Tests have proved that the 10c coin chute will UP your income as much as 30%.

This is tomorrow's idea in music merchandising—available NOW.

Solotone Individual Music Systems consist of any number of individual boxes, each box earning its own revenue by playing low volume music which can only be heard in a booth or directly in front of a box at the counter. Solotone gives customers the tone quality and the music they want . . . and makes more money for you.

NOW DELIVERING COMPLETE SOLOTONE INSTALLATIONS

Get the full story on this multiple-profit maker. Write or wire today for complete Solotone plan.

SOLOTONE CORPORATION

2311 W. PICO BLVD., LOS ANGELES 6, CALIFORNIA • FAIRFAX 2325

**THERE
IS
NO SUBSTITUTE FOR
EXPERIENCE!**

... tried and proven in thousands of
installations for the past five years ...
produced by one of the country's largest
and most responsible manufacturers.

PERSONAL MUSIC

MULTIPLE
PROFITS
and
LOWEST
INVESTMENT
PER
LOCATION



OPERATES
OVER
LEASED
TELEPHONE
LINES or
HIDE-AWAY
MECHANISM

MEASURED MUSIC
NOW AVAILABLE THROUGH
Exclusive California Distributors

Northern California
HARVEY W. PAIGE
Maestro Music Co. of San Francisco
221 Chronicle Building
San Francisco 3, California

Southern California
H. A. (Hum) BROCKAMP
Maestro Music Co.
357 South Hill Street
Los Angeles 13, California

Southern California
NELS NELSON
2329 West Pico Blvd.
Los Angeles 6, California

SOON! The Sensational New Maestro Wired Music Phonograph!

Watch for Announcement!

New MULTI-PROFITS with MEASURED MUSIC*



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an INSTANTANEOUS, ALL-ROUND HIT

Here's your opportunity — MEASURED MUSIC can multiply your present music box take; instead of the ordinary profits from one box, MEASURED MUSIC gives you additional revenue from each MEASURED MUSIC unit in your location. Each table, booth and counter space is a money-maker. The music is heard only by the people in the immediate vicinity of the box. When other customers want to listen they have to drop a coin in the convenient unit. This sensational music system is a big money-maker. It offers you these distinct advantages:

- ① Low initial cost.
- ② Lower upkeep.
- ③ Minimum servicing.
- ④ Overcomes proprietors' and customers' objections to loud music. Measured Music is low volume music.
- ⑤ Measured Music studios require no attendant. There are no title strips to change or install.



Call or write today for information. Deliveries are being made.

THE HOME OF PERSONAL MUSIC



PERSONAL MUSIC CORPORATION

P. O. Box 720 • Highway No. 1 • Newark, New Jersey

Telephone Bigelow 8-2200

* Registered Trade Mark



The CHICAGO SCENE

Reported by *Jack Tolson*

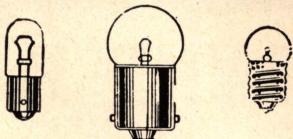
Music merchants in Chicago pay a hundred dollar license fee on every phono they operate. That's a lot of money. But the music boys have only themselves to blame for the high rate. Several years ago, some very serious bickering and wrangling broke out among the operators, several of whom resorted to gangland tactics doing business. This war reached the ears of the city council, who decided it best to abolish music boxes altogether, so that peace could reign. Faced with this alternative, the operators got together and convinced the city fathers that they could behave and run the business in an orderly fashion. The compromise settlement with the city was the assessment of a fee of \$100 per automatic phonograph. Now it appears that the high fee, coupled with the rising cost of doing business, has taken all the profit out of music operation in this town. Accordingly, the Association has just petitioned the City Council to cut the license fees in half. The possibilities are good that this may be granted, because the attorney for the music men is none other than Jack Arvey, former alderman of the 24th Ward, a power in politics before he left for the army several years ago, and rose to rank of Colonel. Jack Arvey can do the job if anybody can. He has not returned to the political arena, but prefers to practice law without office.

The other night, I turned on the radio

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STANDARD BRANDS



MAZDA MINIATURE BULBS

A size and type to meet every operating need.

Lamp No.	Base	Amps	Box (10)	Per 100
40	Screw	0.15	55c	\$4.95
44	Bay.	0.25	55c	4.95
46	Screw	0.25	65c	5.75
47	Bay.	0.15	65c	5.75
50	Screw	1 C.P.	65c	5.75
51	Bay.	1 C.P.	50c	4.50
55	Bay.	2 C.P.	50c	4.50
63	Bay.	3 C.P.	55c	4.95
81	Bay.	6 C.P.	10c ea.	
87	Bay.	15 C.P.	15c ea.	
1129	Bay.	21 C.P.	\$1.50
1456	Bay.	.025	65c	5.75
27 & 28 v., Bay.	2.25	
1452B	Bay.	8 Volt	1.50 Box of 10	
1183	Bay.	50 C.P.	65c each.	
1489	Ray Gun Bulbs,	\$1.00	each.	

**Badger
Sales Co.**
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Los Angeles 15, Cal.
All Phones: DR. 4326

**Badger
Novelty Co.**
2546 N. 30th Street
Milwaukee 10, Wis.
All Phones: KIL. 3030

at home, and the program tuned in happened to be one of those roving-question-asking reporters sort of thing. In this instance, the reporter was interviewing passengers on the New York Central's crack 20th Century Limited Train about to take off for New York City. I was going to turn the dial for something else when I heard the reporter ask, "Now Senator, can you tell us without betraying anything personal or confidential what brought you to our fair city at this time, and why you are leaving so soon?" "Nothing secret about my visit, Bob (Bob Elson). I came to Chicago to lend a hand toward raising the several million dollars the Salvation Army is driving for at this time. This cause has been close to my heart for a long time; in fact, since my first contact with their doughnut dispensers in World War I. I believe wholeheartedly in their work and their slogan, 'A man may be down but never out.' I'm leaving to get back to Washington as soon as possible." Instantly I recognized the voice of Homer Capehart. In case there are a few of our readers who do not know who Homer Capehart is, let me not fail to mention that he is the President of the Packard Manufacturing Co. of Indianapolis, makers of those fine wall boxes and speakers for automatic phonographs.

Pretty DOT SISSON of Atlas Novelty has been absent of late from work because of the illness of her baby daughter. We are hoping that baby gets well quickly and Dotty gets back to work. Could it possibly be just coincidence that GLADYS at the switchboard of Atlas is looking so much better because her husband got back from the Pacific, or is it the nice fresh air we are having these days? JIMMY MARTIN, the king of the Polish record sales and the Martinola Record Player, spent a very busy day May Tenth working as usual, making money hand over fist, even though it was his 4th birthday. I know exactly, but I won't tell. You'd probably guess ten years younger because Jimmy doesn't look his age. CARL ZIMMER of South Bend blew into town for the first time in eons. He reports that he sold scads of his cigarette and candy vendors for shipment to California. BERTHA HOUGHTON who has been on the job for Chicago Lock Co. for years, is about the nicest person you ever met. It is refreshing to find someone who will sell you something with the same old

fashioned courtesy we used to see before the war.

New Volume Equalizer

SAN FRANCISCO—George R. Murdock & Associates are offering the new Wayne Record Volume Equalizer to music operators. New device equalizes the volume on each individual record in the program stack and each record is reproduced at the volume which is right for the particular location. Location owner can control this volume at his will.

Device is easily installed within a few minutes on all makes of old and new phonographs and is moderate in cost.

"With the new Wayne Equalizer an Ink Spot recording and a Tommy Dorsey special featuring a full brass complement are reproduced at exactly the same volume," said George Murdock. "No more blasting in locations when this unit is installed on an automatic phonograph."

Washburn Appoints

LOS ANGELES—Charles Washburn has announced the appointment of the Standard Distributing Co., at 531 S. State St., in Salt Lake City as distributors for Coast and Peerless records in Utah, Idaho, Nevada and part of Wyoming. G. Wayne Stillman is president of Standard and Morris S. Brown, vice president.

First shipments of records are now enroute to Salt Lake City and it is hoped the firm will be ready to serve operators by the first of the month.

Bill Abel, of the record firm, is leaving for Dallas to open a branch of the local organization to distribute Peerless and Coast records in the Southwest.

Sunday Music Banned

NEWPORT NEWS—A group of operators who recently petitioned Newport News city fathers to change a law forbidding the playing of automatic phonographs between midnight Saturday and 8 a.m. the following Monday, got "no" for an answer. The city council ruled that music machines must continue to remain silent on Sundays.

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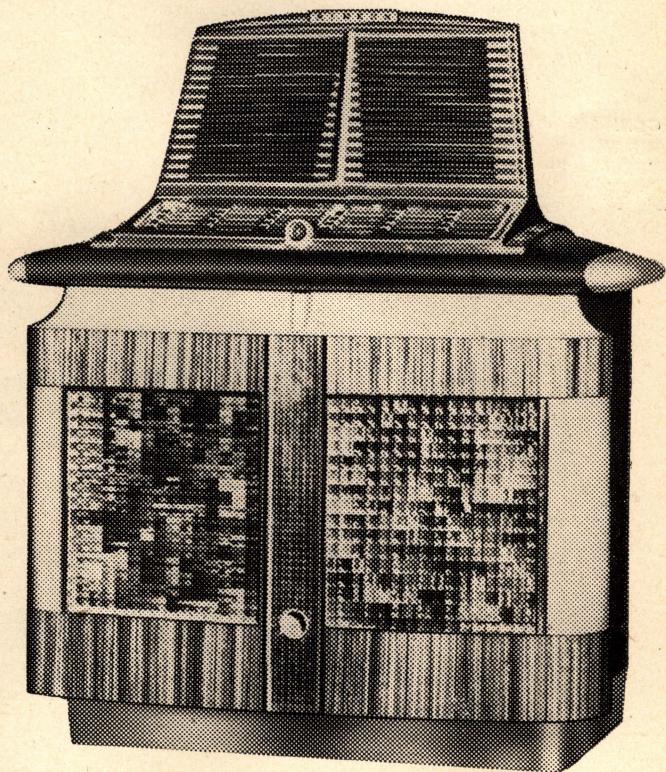
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Mexico, D. F.



● Distributors for various manufacturer's products are prone to think that it should be a simple matter to keep a steady and continuous flow of materials going through the production line. It's just a matter of machinery, they argue.

It is in part, but the factory superintendent knows something the distributor of the finished product does not appreciate, and that is that machines and materials can be just as temperamental as the people with whom the distributor deals.

Let's have patience today and realize the great handicap the manufacturer is working under and that they are all doing their

best to produce under the many handicaps. ● Do you take your business home with you at night? If so, J. R. Sprague in a magazine article on French business says you're wrong. Too many distributors and operators take their business home with them and Sprague regards the man who cannot earn his living in the daytime doing himself and his family an injustice, and is incapable in his business the next day.

● Emergencies will come about in any business, but they will be few and not too hard to meet if the future has been mapped.

This is so self-evident that I wonder why it is so often neglected.

The only danger in mapping the future lies in making the plans inflexible as no one can know exactly what will happen next month or next year, but reasonable plans can always be made and changed as circumstances require. A too rigid plan could be worse than no plan at all.

Eaton Heads North

CHICAGO—Doc Eaton, AMI Sales Manager, left town the first week in May for a motor trip through Wisconsin, in company with Paul Bleck, AMI Service Manager. Pair will call on music operators and do a little angling on the side.

Radio, Electronics Promise Industry Boon

BERKELEY, Calif.—The spectacular development of radio and electronic technique and equipment made possible during the war must now be applied to industry. In the process of this application, many opportunities are opening up for men and women in the fields of radio and electronics. This is the gist of an article by Randolph C. Walker, president of Aireon Mfg. Corp., writing in the April issue of *California Monthly*, published by the University of California Alumni Association.

Summing up scientific progress during the war, Walker stresses that astounding as were developments in radio and electronics, most war-born devices were based on ideas resulting from long research before the war. What the war did was to narrow the gap that always exists between pure scientific research and practical application.

In the field of radio, the war enabled engineers to learn that many things previously found only in expensive radios could be mass produced. This will result in improved quality of the medium priced radio. The war also gave impetus to the development of sturdier and lighter weight radios, more resistant to extremes of temperature.

The war saw further development of frequency-modulated, "static-free," systems, which will make possible vastly superior television reproduction. Developments in television and in radar will help solve many of the engineering problems of television.

Tremendous strides were made during the war in widening the field of radio frequencies, which will make more wave-lengths available for radio stations. Amazing developments in pulse time modulation, known as PTM, will offer greater possibilities of getting more stations and services on the air, and will lighten the load on transcontinental telephone cables—with the possibility that PTM eventually will replace wired services altogether for long hauls.

"No scientific principle," says Walker, "can become a reality and a public benefit until the production engineer solves the myriad problems of inexpensive production while still maintaining high quality, mass production by workers of generally low technical skill, and fool-proof operation by the non-technical public."

In the process of applying these war developments to industry, the expanding field of radio offers room for many types of individuals with many points of view, and with varying degrees of knowledge of radio or electronics.

Highly trained application engineers, production engineers, and sales engineers are especially needed. But there is also ample room for men and women whose foremost interest is in business or finance careers.

"The 'welcome' sign is out for those with initiative and ambition seeking real careers in radio and electronics," concludes the president of Aireon Mfg. Corp., whose war-developed radio and electronic ideas already have found application in one of the Coin Machine Industry's foremost automatic phonographs.

Gutshall Get Aireons

LOS ANGELES—Jack Gutshall of Jack Gutshall Distributing Co., is happy these days over the promised delivery of the first Aireon electronic phonographs before the 24th of May.

Jack has a big stack of orders to start working on and regular shipments are expected weekly from now on.

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NON-BRITTLE
SHRINK-PROOF
RIGID MATERIAL
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800 Lower Sides	13.50
750 Top Corners	8.75
750 Lower Sides	8.75
750 Top Center	4.25
750 Middle Sides	2.00
850 Top Corners	9.50
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20" x 50"—Non-Brittle, Pliable.
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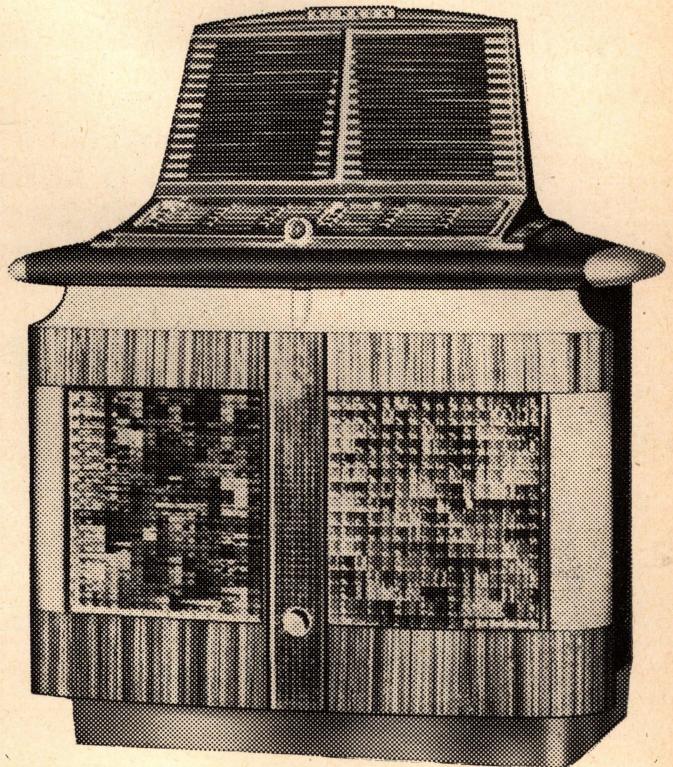
The 1946 **Aireon**

ELECTRONIC PHONOGRAPH

"All things happen for the best" has often been quoted to troubled minds as a ray of hope. If such a statement might be made about wartime science, it could not apply more aptly than to the revolutionary discoveries made in the field of Electronics . . . discoveries that have been salvaged from the terrible conflict to make life more enjoyable.

Aireon's outstanding engineers created more than a hundred million dollars worth of ultra-advanced radio and communications equipment to help win the war. Now these same engineers have developed what they call—"Aireonics":—the scientific use of Electronics for more perfect sound-reproduction. Aireon, producing an unprecedented tonal beauty for the human ear . . . with uncanny freedom from breakdowns and service costs, offers you the new Aireon Electronic Phonograph—TOMORROW'S PHONOGRAPH TODAY!

Deliveries are now coming through—slowly but steadily. Take our word for it—Aireon is worth its "wait" - - IN PROFITS!



Only AIREON Gives You These Exclusive Features:

Ease of Accessibility to All Mechanisms, and allied components. May be extracted in a matter of minutes through front door.

Sensationally New Tonal Arch adjusts to assure custom tailored reproduction for locations of every size and shape.

Parabolic Sound Distribution or "tone flooding" leaves no dead spots in locations.

Specially Constructed 15-Inch, 12,000-Cycle Speaker carries maximum full range of harmonics and tone fre-

quencies under the most extreme conditions.

Unique Power Saving Device reduces current consumption automatically when phonograph is idle. Does not create load on tubes and components at start of each play.

Built to Control and Match Frequency Range of contemporary records. Does not carry into ranges in which no music has been placed on records.

Pick Up Cartridge is instantaneously replaceable. No wiring or soldering necessary.

Aireon's Exclusive "Distortion Discriminator" provides for AUTOMATIC volume control under any and all conditions.

Pick Up Head is made of new lightest weight magnesium, insuring less record wear and true tone fidelity.

Pick Up Indexes Automatically for same position under all leveling conditions.

New and Different Record Handling: No sagging trays, no grabbing of the record.

. . . AND MANY MORE. COME IN FOR A DEMONSTRATION TODAY!

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AS MONEY AT YOUR DISPOSAL**

COIN
MACHINE
REVIEW

62
FOR
JUNE
1946

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McLemore Pleads For Juke Box Teachers

LOS ANGELES—Columnist Henry McLemore recently devoted one issue of his syndicated column to the "juke box." McLemore, it seems, had a little difficulty in getting his number. (The same thing happens on the telephone, "Uncle" Henry.)

In more or less humorous style McLemore

describes his approach to the machine which "made the Taj Mahal seem shabby" and his fruitless efforts to select "Some Sunday Morning." After disbursing a dollar or so in nickels, McLemore gave up. He ends his narration with a plea for teachers who will instruct our youngsters in the proper technique of "juke box" operation, that being the medium through which they receive their musical education.

But, Uncle Henry, the youngsters don't need teachers for that. If you had given your nickels to them, they would have produced the correct tune without delay. Remember, they grow up using "juke boxes." (Mind if we revert to the term "automatic phonographs" so that our readers in the trade will feel at home?) Your suggestion should be addressed to the Adult Education Division.

We can think of another answer too—the answer a purist in music would probably choose. Having acquired your musical background under the guidance of Miss Evelyn or Miss Sarah, perhaps all popular songs sound alike to you and you didn't recognize "Some Sunday Morning" when you heard it. But that has nothing to do with the automatic phonograph.

Seek Theater Spots

PHILADELPHIA—Indicative of the success of local coinmen's drive to install soft-drink vendors in theaters of this city is a recent decision of the staid Academy of Music to permit the operation of such machines in its lobbies and corridors. Principal customers are the teen-agers who attend the jazz concerts now being given at the Academy, long the home of the Philadelphia Symphony Orchestra.

Other theaters of the city have continued to maintain their soft-drink concessions and have held out against the coinmen. Soft drinks sell at concessions for as much as 25 cents a cup, and many young people bring in bottled drinks purchased outside the theater. Coinmen have formed a committee to create a public demand for coin-operated vendors in theaters and are pointing out that concession drinks are unsanitary and excessively priced.

* * *

Give to THE SALVATION ARMY

NOW ON DISPLAY

MEASURED MUSIC tremendous "TAKE" that
you have been waiting for. See advertisement on Pages 56 and
57. Come in today for demonstration and complete information.

EXPERT PHONOGRAPH SERVICE

Let our factory-trained mechanics take care of all your phonograph and amplifier repair and maintenance problems. Any job—large or small—at reasonable rates.

COMPLETE LINE OF PHONOGRAPH PARTS

Main Gears for Seeburgs and Wurlitzers. Pick-Up Coils for Seeburgs (except High Tones). Casters. Fibre Inserts for Wall-O-Matics. Motors, Amplifiers, Speakers, Pick-Up Heads for exchanges.

CASH WAITING FOR USED EQUIPMENT

We will pay top market prices for used phonographs and remote control equipment of all types. Bring 'em in! Also see us for any phonograph equipment you need.

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Only
Aireon
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COIN
MACHINE
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63
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JUNE
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Modern Beauty.

STYLED TO MATCH YOUR TOP SPOTS with TOP-PLAY APPEAL

Every smart Music Operator knows he's got to keep up to the minute on his discs to get top play and top pay. Isn't the same true of the styling of your phonograph? Aireon has realized that today's locations and today's players are attracted by the beauty of modern design—that matches the mood of today's music—gleaming chrome, colorful new plastics, flashing, scintillating fluorescent lighting

—streamlined design that harmonizes with any surroundings.

You'll be amazed at the extra play you'll get wherever Aireon supplies the music—as much from Aireon's beauty of appearance as from Aireon's perfection of tone.

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General Sales Offices:
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Distributors In All Principal Cities

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MANUFACTURING
CORPORATION

Plants and Laboratories: Slater, Mo.; Los Gatos, Calif.; Oklahoma City; Mexico, D.F.; Kansas City; Greenwich, Conn.; Pasadena, Calif.

In Canada: Mafco Corp. Ltd.; 4001 St. Antoine St., Montreal, Que.

Minthorne Holds School For Seeburg Music Men

LOS ANGELES—A surprisingly large number of music men attended the factory service school sessions recently conducted in Los Angeles and Phoenix by the J. P. Seeburg Corp. in conjunction with the Minthorne Music Co., Los Angeles, according to Jean Minthorne.

The schools were held from 10 a.m. to 5 p.m. on May 22 and 23 at the Minthorne Music Co., Los Angeles, and on May 14 and 15 at the Westward Ho Hotel, Phoenix. At the latter school, over 50 per cent of all Arizona operators were enrolled.

Purpose of the schools was to give operators and service men an intimate knowledge of the Seeburg Symphonola "146" and the Seeburg scientific sound distribution system, with the object of increasing operators' income and pleasure in operation of the phonographs.

Joe Kamys, field service engineer for J. P. Seeburg Corp., conducted the schools, with the help of Ray Bergstrom, service engineer for Minthorne Music Co.

"We were indeed fortunate in having Joe Kamys," said Jean Minthorne. "Kamys has been with Seeburg for many years, and during his field engineering service with Seeburg prior to the war he made a host of friends among the many Seeburg operators. His sound basic knowledge of Seeburg products and of our business was instrumental in making our schools a great success."

Records in New High

CAMDEN—In support of their prediction that 1946 record sales will treble the production mark of 130,000,000 records in 1939, RCA-Victor officials point out that today the average hit record sells about 250,000 copies, while in 1936 the top hits averaged only about 25,000. Since 1941, when Glen Miller's recording of "Chattanooga Choo-Choo" reached the one million mark, numerous successes have reached that figure.

With many more automatic phonographs in operation throughout the country, and people far more accustomed to playing hits on such machines, record officials are confident that sales cannot help but reach all time highs this year.



S. J. Little, the first buyer of the new AMI phonograph at the M. S. Wolf showing in Los Angeles, hands the cash over to Al Griebahn, branch manager.

Automatic Phonos Build Trade in Large Stores

CHICAGO—Department stores as locations for automatic phonographs are proving profitable to operators and effective sales-builders for the stores, according to department managers at Marshall Field & Co. and Mandel Bros. Other department stores, such as Sears, Roebuck & Co., also have candy, gum and soft drink vendors on nearly every floor.

The girls' high school department and the boys' high school department at Marshall Field's Chicago store and the teenage shop of the company's Lake Forest store all have automatic phonographs which are in almost continuous operation.

Department managers state that boys and girls make the departments their meeting places—and of course examine and buy much more merchandise. Secret seems to be to keep the volume low enough not to disturb shoppers in other departments.

At Mandel Brothers there is a lounge called "The Meetin' Place" adjacent to the department, where youngsters have both a phonograph and a large cup-type soft drink vendor, mounted on a linoleum mat. The vendor is operated by Chicago Concessions, Inc.

The Marquette Music Co. operates the Marshall Field phonographs.

Pierce Elected Head

BRODHEAD, Wis.—C. S. Pierce, of C. S. Pierce Music Co., has been elected President of the newly organized Wisconsin Phonograph Operators' Association. Ken Ferguson, Stillwater, Minn., has been named Vice President; and Doug Optiz, Milwaukee, Secretary-Treasurer. Organization has launched a membership drive aimed at establishing local groups and to build a strong state Association.

The purpose of the new group is "to foster genuine co-operation among all Wisconsin operators and to promote acceptance of coin-operated phonographs on an increasingly wider scale."

OPA Ups Tube Prices

WASHINGTON—Effective in May, the Office of Price Administration authorized a price increase for manufacturers of radio tubes. Increase applies to special purpose vacuum tubes as well as to standard receiving tubes.

Dealers are ordered to absorb the increases until a survey of wholesalers' and retailers' costs is completed. At present, wholesalers absorb two thirds, retailers one third, of the increase.

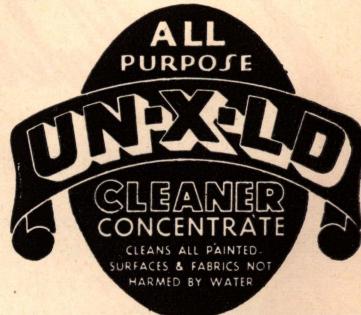
Tubes sold for replacements are allowed a price increase of 20 per cent. For all other tubes the increase is 15.5 per cent over present ceilings.

Capehart Address Army

CHICAGO—The Salvation Army recently opened its drive for one and a half million dollars for new buildings with a dinner at the Stevens Hotel. Featured speaker was Senator Homer E. Capehart, of Indiana, who deserted Washington long enough to help launch the drive.

Challenge Appoints Stilling

CHICAGO—The advertising department of Challenge Industries is now headed by H. M. Stilling, advertising director of U. S. Challenge Co. Richard Cole directed the initial advertising of Challenge Industries. Cole has now moved over to the sales staff.



ANSWERS ALL CLEANING PROBLEMS ON COIN MACHINES

Makes your cleaning easier—faster—cheaper. Saves time—labor—money! Leaves no rings, non-inflammable, no hard work required. Safe under all cleaning conditions and fully guaranteed. One pound of UN-X-LD all-purpose cleaner costs only \$1.50 and makes 30 gallons of cleaning solution at a cost to you of only 5¢ per gallon. Tested! Proven!

— SEE —

PAUL A. LAYMON

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THE "BUY" OF THE MONTH!

PROGRAM TITLE STRIPS

HEAVY BRISTOL STOCK

\$4.75

per Thousand

Lots of 5,000.....	\$4.50 per M.
Lots of 10,000.....	4.25 per M.
Lots of 25,000.....	4.00 per M.

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Here's the buy you've been looking for. 27 strips to each sheet. Easy snap perforations, highest quality Bristol stock which stays intact while typing.

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FLASH!

FLASH!

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ALL ABOARD THE PROFIT TRAIN!
3 GUARANTEED MONEYMAKERS**

The Original Al "Stomp" Russell Recording

EXCELSIOR

174

"CEMENT MIXER"

(PUT-E PUT-E)

Backed With the Sensational Ballad

"I MUST FORGET ABOUT YOU"

GET OUT OF THE DOG HOUSE WITH

EXCELSIOR

"DOG HOUSE BLUES"

—and—

167

"I AIN'T GONNA MOVE TO THE OUTSKIRTS OF TOWN"

by WES PRINCE and His RHYTHM PRINCES

"THE MIRACLE VOICE"—JOE ALEXANDER—Singing the
Tearjerking Torch

EXCELSIOR

"I WOKE UP WITH A TEARDROP IN MY EYE"

172

and
"DONKEY SERENADE"

RETAIL PRICE: \$1.00 plus tax.

Operators & Dealers: 65c.

MINIMUM ORDER 25.

Order From Your Nearest Distributor:

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Pittsburgh, Pa.
Jack Canipe
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Memphis, Tenn.

M & S Distributing Co.
1429 North Clark St.,
Chicago, Ill.
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Or Order Direct From

EXCELSIOR DISTRIBUTING CO.

3661 South Gramercy Place

Los Angeles 7, California



RECORDS

COAST

3★ 223 Idaho Call
I'LL STEP ASIDE (HB V)
I'M TIRED OF LIVING A LIE (HB V)

Call does a good job on selling this duo of western numbers, second of which is his own original. Backing is by the Sun Valley Cowboys. Will please in hillbilly spots. Our nod goes to the second side.

4★ 226 Ozie Waters
THROW A SADDLE ON A STAR
(HB V)

MISSOURI (HB V)

First is a beautiful number from the Columbia picture of the same name. Ozie is in top voice and the musical work of The Plainsmen is excellent. Second number is at a faster tempo and equally good. Will click okeh.

CAPITOL

4★ 258 Merle Travis
NO VACANCY (HB V)
CINCINNATI LOU (HB V)

A timely western that moves along smoothly. Travis has a mellow singing voice and the lyrics on the "A" side will have a humorously familiar ring to house hunters who have seen that sign so often in late years. Band accompaniment is far above usual Western recording standards. Muted trumpet pleasingly punctuates the rhythm. Second ditty deals with a gal who put the "sin" in Cincinnati. Very entertaining. No miss on this disc.

4★ 257 Bobby Sherwood
SEEMS LIKE OLD TIMES (FT VC)
I FALL IN LOVE WITH YOU EVERY DAY (FT VC)

A pair of ballads featuring Sherwood's trumpet and vocal styling. Rhythmic numbers that will receive a warm reception. Band has been packing 'em in a swing through the East and Middle West. Get it.

4★ 256 King Cole Trio
EVERYONE IS SAYIN' HELLO AGAIN
(V)
(GET YOUR KICKS) ON ROUTE 66
(V)

The millions who have driven Route 66 from Chicago to Los Angeles will especially get a terrific nostalgic kick out of "Route 66" which is the top tune on this pairing. Sparkling piano work and top flight singing of Nat King Cole are featured. Superb guitar artistry of Oscar Moore is featured on the first side. Count on "B" for profits. Very good.

3★ 255 Skitch Henderson
CYNTHIA'S IN LOVE (FT VC)
SWAN LAKE (FT)

A haunting ballad and a streamlined classic adapted from Tchaikovsky. Henderson highlights the recording with his piano work. His modernization of "Swan Lake" is particularly outstanding. Band needs a little plugging before the name will draw on phonos. Might try this one for "take."

3★ 254 Johnny Mercer
LI'L AUGIE IS A NATURAL MAN
(V FT)
ANY PLACE I HANG MY HAT IS HOME (V FT)

Both are from the New York production of "St. Louis Woman" and may be pyramided into popularity via that route but standing alone both tunes are not up to the usual Mercer recording

standards. First tune extolls a jockey and is delivered in a rapid tempo. Second slows down to a lazy vein which is more desirable for Mercer's voice and style. Fair.

4★ 253 Tex Ritter
I'M GONNA LEAVE YOU LIKE I FOUND YOU (HB V)
LONG TIME GONE (HB V)

There's only one Ritter and his work on this pairing is mighty fine. The String Band backing up provides a nice setting for his easy delivery. In hillbilly spots this one cannot fail.

3★ 251 Ella Mae Morse
THE HOUSE OF BLUE LIGHTS
(FT VC)

HEY MR. POSTMAN (FT VC)

La Morse with Freddie Slack's Band and a Rhythm Section account for a lot of entertainment of questionable value to music operators. "A" tune gets underway with a spot of jive talk and a break-away into a boogie beat that winds up into a torrid situation when the band takes over. "B" side is a ballad and only average at the best. If boogie-woogie is on your musical menu, the first side will earn its salt.

3★ 250 Stan Kenton
FOUR MONTHS, THREE WEEKS, TWO DAYS, ONE HOUR BLUES (FT VC)
PAINTED RHYTHM (Inst. FT)

A sickly blues number combined with an instrumental that brings to the "mike" a few specialty artists that do the actual "painting." A poor disc for operators.

3★ 249 Jerry Colonna
JOSEPHINE PLEASE NO LEAN ON THE BELL (V)
CASEY (V)

Production numbers that have possibilities on the automatics. First tune is a novelty number gaining in popularity. Flip-over is a new treatment on "Casey At The Bat" and most timely right now. Good.

4★ 248 Alvin Rey
CEMENT MIXER (FT VC)
WE'LL GATHER LILACS (FT VC)

This recording of the current "screw" tune makes more sense than the original by Slim Gaillard's aggregation, and will cop repeat coin even though the edge is starting to wear off of this number. The platter-mate is prime fare for turntables right now. An excellent operator's disc.

COLUMBIA
5★ 3697 Harry James
I DIDN'T MEAN A WORD I SAID
(FT VC)
WHO'S SORRY NOW? (FT VC)

A top drawer recording for the top spot on (See RECORDS, Page 68)

IF THE GROOVES IN MY FACE
WERE STRETCHED OUT, IN A
STRAIGHT LINE, THEY WOULD MEAS-
URE ABOUT 500 FEET! A PERMO
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THE GROOVE FOR MORE
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Vocal by Artie Malvin

and CYNTHIA'S IN LOVE

Vocal by Artie Malvin, Lillian Lane and The Crew Chiefs
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PLUS

THE WHIFFENPOOF SONG (Baa! Baa! Baa!)

Vocal by Artie Malvin and The Crew Chiefs

and HEY! BA-BA-RE-BOP

Vocal by Tex Beneke
RCA VICTOR 20-1859



Swing and Sway with SAMMY KAYE

I'VE NEVER FORGOTTEN

(from the production "Earl Carroll's Sketchbook")
Vocal by Betty Barclay

and

LAUGHING ON THE OUTSIDE, CRYING ON THE INSIDE

Vocal by Billy Williams
RCA VICTOR 20-1856



WAYNE KING and his Orchestra

PRETTY PENNY

and SPRING RAIN

RCA VICTOR 20-1862



COIN
MACHINE
REVIEW

VAUGHN MONROE and his Orchestra

ALL THE TIME

and LOVE ON A GREYHOUND BUS

(both from the M-G-M picture "No Leave, No Love")
Vocals by Vaughn Monroe and The Norton Sisters

RCA VICTOR 20-1860



67
FOR
JUNE
1946

CHARLIE SPIVAK and his Orchestra

ALONG WITH ME

(from the Musical Revue "Call Me Mister")

and SPRING MAGIC

Vocals by Jimmy Saunders and the Stardreamers

RCA VICTOR 20-1876



OLD FAMILIAR

SONS OF THE PIONEERS

with Instrumental Accompaniment

NO ONE TO CRY TO

and

GRIEVIN' MY HEART OUT FOR YOU

RCA VICTOR 20-1868

EDDY ARNOLD

and his Tennessee Plowboys

CAN'T WIN, CAN'T PLACE, CAN'T SHOW

Vocal by Eddy Arnold and Trio

and

ALL ALONE IN THIS WORLD WITHOUT YOU

RCA VICTOR 20-1855

INTERNATIONAL

STEFANO LOMBARDI

with Victor Continental Orchestra

CANZONE AMARA

and

CHE MALASPINA

RCA VICTOR 25-7079

SACASAS

and his Orchestra

POCO LOCO (A Little Bit Crazy)

Vocal by Octavio Mendoza

and

SI NO TE VEO MÁS (If I Don't See You Anymore)

Vocal by Walfredo de Los Reyes

RCA VICTOR 23-0308

RACE

DEEP RIVER BOYS Male Quartet with Piano, Guitar and Bass

THE STORY OF EE BOBBA LEE BOB

and THAT CHICK'S TOO YOUNG TO FRY

RCA VICTOR 20-1863

RCA VICTOR RECORDS



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K & M SERVICE
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LOS ANGELES 6, CALIF.
EXposition 8811

RECORDS

(Continued from Page 66)

your phone stack. Buddy Di Vito bangs out the vocals on the "A" side and Willie Smith does a nice job on the second side. The James trumpet is much in evidence. One of the best James discs to date. Get it. It will make money.

4★ 36975 Frank Sinatra

THEY SAY IT'S WONDERFUL (FT V)
THE GIRL THAT I MARRY (FT V)

Two tunes from Irving Berlin's "Annie Get Your Gun." Both are ballads with beautiful melody lines and lyrics ideally suited to Sinatra's voice. Good program fare for automatics.

4★ 36976 Dinah Shore

DOIN' WHAT COMES NATUR'LLY (V FT)

I GOT LOST IN HIS ARMS (V FT)

Another pair of dandies from "Annie Get Your Gun." Dinah, in a new role, does a hillbilly version of one of the hits with Spade Cooley and his Western Band accompanying. On the second side Meredith Willson's orch takes over. Dinah displays a nice versatility in handling these widely different numbers. They'll build on phonos. Both sides are worth attention.

3★ 36974 Roy Acuff
THAT GLORY BOUND TRAIN (HB V)
ALL THE WORLD IS LONELY NOW (HB V)

A spiritual done in the shouting style of the West. The Smoky Mountain Boys saw out the accompaniment and Roy does the singing of vocals. Second side is a sad story of how lonely the world becomes when a man loses his gal. Acuff numbers make money for operators, and this one is no exception.

4★ 36971 Dinah Shore

COME RAIN OR COME SHINE (V FT)

ALL THAT GLITTERS IS NOT GOLD (V FT)

A brace of current favorites with Sonny Burke's band in the background. La Shore does a Calypso on the underside. Pleasant listening and dancing material. Okeh for automatics.

4★ 36972 Les Brown

IN LOVE IN VAIN (FT VC)

(Ah Yes) THERE'S GOOD BLUES TONIGHT (FT VC)

A slow one and a fast one. Phrasing and intonations of Jack Haskell on the ballad are rare in singing circles. Pleasing to listen and dance to. Second side bounces along with some neat kicks in the instrumentation. Will please on automatics and get a fair share of play.

4★ 36970 Gene Autry

I WISH I HAD NEVER MET SUNSHINE (HB V)

YOU ONLY WANT ME WHEN YOU'RE LONELY (HB V)

Simple and tuneful recording in the style of the West, with electric guitar and string band. Autry vocalizes throughout. Companion number is another lament with Gene's sincere and natural warmth in evidence on the vocal work. Recommended for western spots.

4★ 36968 Woody Herman

YOU'VE GOT ME CRYING AGAIN (FT VC)

PANACEA (FT VC)

Here are two numbers as different as night from day. First side is a perennial favorite with lyrics which seem written for Woody's bluesy vocalizing. On the second number the Herd goes blues completely. A bang-up disc that will corral the coin.

3★ 36969 Pearl Bailey

LEGALIZE MY NAME (V FT)

IT'S A WOMAN'S PREROGATIVE (V FT)

A duo from "St. Louis Woman" now on the boards in New York. Mitchell Ayres' band fills in a lazy, relaxed groove which makes for good entertainment. This is the intimate type of record that hasn't proven too popular on phonos. Consider for a stack filler only.

3★ 36966 Bob Wills

ROLY-POLY (HB V)

NEW SPANISH TWO STEP (HB V)

A smell of Texas is in evidence even though the Wills troupe turns Latin for a bang-up job on the second tune. First side relates the tale of a fat boy and his appetite. A fast number. Vocals are by Tommy Duncan. Good.

MAJESTIC

3★ 7182 Jack Smith

SOMETHING OLD, SOMETHING NEW (FT V)

HOW CUTE CAN YOU BE? (FT V)

Vocal with rhythm accompaniment and the

exceptional guitar work of Tony Mottola are highlighted on the first side, while the Five De Marco Sisters and the band of Earl Sheldon add their two-bits worth on the "B" side. The customers will go for the first side. For the second side the returns are questionable.

3★ 7181 Phil Regan

STRANGE LOVE (V FT)

I'D BE LOST WITHOUT YOU (V FT)
The warm voice of Regan and the orchestra of Phil Davis, with a Male Quartet added on the flip-over tune add up to a fair disc for the automatics. Regan has never been too strong on a program strip but the nickel investors will get their money's worth on either side. We pick "B" for the best of the pair.

4★ 7180 The Three Suns

IT COULDN'T BE TRUE! (FT VC)

EVERYBODY LOVES MY BABY (FT VC)
The unique style and instrumentation of The Three Suns has proved profitable on automatics and this pairing presents a new one and an oldie. Artie Dunn does the vocals on both. Very good.

3★ 7179 Louis Prima

PICKLE IN THE MIDDLE (FT VC)

COME RAIN OR COME SHINE (FT VC)

A novelty tune promoted by the Jack Benny radio show, and a current favorite are packaged on this platter. Prima plows through the vocals on the "Pickle" number and the piece loses a lot of its punch. Second is the best of the pair—even for Prima enthusiasts.

4★ 1044 Louis Prima

JOSEPHINE PLEASE NO LEAN ON THE BELL (FT VC)

HEY! BA-BA-RE-BOP (FT VC)

This is an operator's disc. Both sides are top drawer tunes and well done. Second tune is hot, exciting and will win repeat plays. Prima does the vocals along with the entire band on the underside.

4★ 7178 Ray McKinley

HAVE YA' GOT ANY GUM, CHUM? (V FT)

WE'LL GATHER LILACS (FT VC)

This duo have an overseas flavor for one is a number embracing an expression often heard by our men across. Second started its popularity rise in England. Both are good but preference goes to the "Gum" number for the title will garner a lot of coin. Try it.

3★ 1036 Korn Kobblers

THE OLD SQUARE DANCE (HB V)

POLLY WOLLY DOODLE (HB V)

A fast and furious pair of old time tunes that will revive a lot of memories. Second side is a number most all of us sang in our younger years, and the Korn Kobblers have added a lot of new lyrics. This record will fit in anywhere for it brings a fresh breath to any program. Good.

NATIONAL

3★ 4001 Pete Johnson's All-Stars

1946 STOMP (Inst.)

I MAY BE WONDERFUL (FT VC)

A heavy jive stomp featuring some top bracket specialty artists make the first side sizzle. Etta Jones pours a powerful lot of blues into the second tune. Star-studded for race spots.

MUSICRAFT

4★ 357 Artie Shaw

LET'S WALK (Inst. FT)

A GHOST OF A CHANCE (FT VC)

A fast instrumental number loaded with a mess of Shaw on the hot clarinet and a hot Shaw ar-



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angement, coupled with an oldie re-hashed in a new presentation that packs a lot of phono value. Good.

3★ 355 Louanne Hogan

ALL THROUGH THE DAY (V FT)
IN LOVE IN VAIN (V FT)

A new vocal star sings the pair of ballads in a pleasing, sultry style that makes for easy listening. Alfred Newman band backs up. Sell the titles in using this one. Vocalists will please the cash customers.

4★ 15062 Phil Brito

THE GYPSY (V FT)
DON'T BE A BABY, BABY (V FT)

An excellent recording of two top favorites of the day. Brito is rapidly climbing and this disc will make money on your turntables. Get it.

3★ 15063 Orrin Tucker

COME RAIN OR COME SHINE
(FT VC)

JUST MAKE LOVE TO ME (FT VC)

Taken at a slow tempo these dreamy ballads are pleasingly presented with lovely vocals by Scottee Marsh and Orrin Tucker. An above-the-average program filler.

4★ 353 Maurice Rocco

BEGIN THE BEGUNIE (FT)
ST. LOUIS BLUES (FT VC)

In the boogie woogie manner these two old favorites get a shellacking when Rocco bangs the ivories. Rockin' Rhythm is the term ascribed to this piano magic. Hot is our word for it. For live spots, mister, this will get by but definitely.

PEERLESS

4★ 2254 Martin y Martita

HASTA LA PREGUNTA ES NECIA
(Cancion V)

TRAICIONERA (Cancion Ranchera V)

A beautiful pair of Mexican tunes superbly done and with an entrancing orchestral background. The vocalists are well recorded. In Latin spots this record should please.

3★ 2230 Eduardo Alexander

JUNTOS (Bolero V)

NOCHECITA (Bolero V)

Backed by the orchestra of De Abel Dominguez this tenor does a neat job on the vocals of this pair of Bolero numbers. Both are at a slow tempo and pleasing to listen and dance to.

4★ 2274 Martin y Martita

EL NUEVO MEZQUITE (Cancion
Ranchera V)

EL BANDOLERO MEXICANA
(Cancion V)

An interesting coupling of two charming numbers featuring vocals throughout. Musical accompaniment is equally pleasant to listen and dance to. Recommended.

STANDARD INTERNATIONAL

4★ 104 Espe Musette Orchestra

WHAT'S COOKIN'

OH BOY, OH JOY

A Musette Band pairing which warrants a place right up front. Vocals are interspersed to add extra interest. Remember the Musette recording of "Beer Barrel Polka?" The "B" side on this offering is fast and furious in the same tempo, and will get repeat plays. Try it.

4★ 4003 Jose Luis Monero

VAGABUNDO (Bolero)

NO, NO (Guaracha)

Designed for Latin American spots this Spanish recording will ring the bell in most spots. Superbly recorded with a wealth of orchestral talent in evidence to enhance the vocal capabilities of Senor Monero. For Spanish spots only.

VICTOR

4★ 20-1866 Tommy Dorsey

SWEET EILEEN (FT VC)

THERE'S NO ONE BUT YOU (FT VC)

The Clambake Seven are featured in this groovy pair of numbers. The sprightly rhythm on the "A" gives way to a ballad on the "B" and the trombone of Dorsey. A breezy orchestration. Good.

3★ 20-1867 Johnny Desmond

IN LOVE IN VAIN (FT V)

YOU STOLE MY HEART AWAY (FT V)

The Ex-G. I. crooner does his best to put these romantic ditties over but the result is not too exciting for phono use. There's an easy flowing style here but the numbers will not create much excitement except in intimate, quiet spots that go for subdued crooning. A program filler.

4★ 20-1860 Vaughn Monroe

ALL THE TIME (FT VC)

LOVE ON A GREYHOUND BUS
(FT VC)

Get this. An ingratiating Vaughn Monroe and the Norton Sisters share the vocals on a dandy pair of tunes. Both are picture tunes. Second is taken at a sprightly pace with a bouncy orchestra arrangement. Very good.

4★ 20-1876 Charlie Spivak



Kennedy Named Sales Head for Packard

INDIANAPOLIS—Don V. Kennedy, former advertising and sales promotion manager for Packard Manufacturing Corp., has been appointed divisional manager for the southeastern district of the Packard Pla-Mor national sales organization, it was announced this week by Homer E. Capehart, chairman of the board.

Kennedy has been in the service of the Packard concern for a number of years, prior to and during the war. He has been located at the General Offices of Packard during the most of that time. He is now in charge of sales for Packard Pla-Mor Automatic Phonographs, Remote Control Wallboxes, Auxiliary Speakers and accessories in Virginia, North and South Carolina, Southern Georgia and Florida. He is widely known throughout the automatic music industry.

ALONG WITH ME (FT VC) SPRING MAGIC (FT VC)

First is a melodious ballad from the New York production of "Call Me Mister." The smoothly modulated dance rhythms of Spivak are as easy to listen to as dance to. Flipover is a light, springy number with some fine horn work by Spivak. Good.

4★ 20-1858 Tex Beneke

STRANGE LOVE (FT VC)

CYNTHIA'S IN LOVE (FT VC)

A duo of romantic ballads played in the familiar Glenn Miller style beating out a gentle rhythmic bounce. Vocals are entrusted to Artie Malvin, Lillian Lane and the Crew Chiefs. Not sensational, but good enough to spot well up on the stack.

5★ 20-1859 Tex Beneke



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THE WHIPPENPOOF SONG (FT VC) HEY! BA-BA-RE-POB (FT VC)

The famous Yale ditty which has nostalgic memories for all the sons of Old Eli, gets a bright new recording by Beneke and the Glenn Miller boys. The band retains all its fresh campus charm in a lively rhythmic version which will prove a popular dancing favorite. Second effort will loosen your false teeth. The band goes into a rugged, rocking rhythm that gives this rousing, zany novelty one of its most solid renditions. Tailor-made for automatic phonographs.

4★ 20-1856 Sammy Kaye

I'VE NEVER FORGOTTEN (FT VC) LAUGHING ON THE OUTSIDE, CRY- ING ON THE INSIDE (FT VC)

A lively ballad that has hit possibilities, coupled with a number that is rapidly climbing. The usual superb treatment of Kaye and his band pegs it as okeh for phonos.

4★ 20-1857 Perry Como

THEY SAY IT'S WONDERFUL (V FT) IF YOU WERE THE ONLY GIRL (V FT)

Top numbers by one of the nation's leading balladeers. Easy, effortless vocalizing in an imitable, heart-warming style. Second is an older plucked out of 1916 and beautifully sung by Como. There's nickels here.

4★ 20-1861 Johnny Desmond

I DON'T KNOW ENOUGH ABOUT YOU (V FT)

SHOO-FLY PIE AND APPLE PAN DOWDY (V FT)

If these numbers are still of interest in your spots you'll find this recording packs a lot of merit. Russ Case orchestra backs up as well as a vocal chorus.

3★ 20-1847 Vaughn Monroe

JOSEPHINE PLEASE NO LEAN ON THE BELL (V FT)

KATINKA (V FT)

These amusing novelties present a decidedly different style from Monroe's customarily romantic renditions of pop ballads. Ziggy Talent does the vocals in a spirited, scat-singing fashion. Second abortion slips into a Russian mood. For slack filling only.

4★ 20-1848 Freddy Martin

I LOVE AN OLD FASHIONED SONG (FT VC)

YOU'RE THE CAUSE OF IT ALL (FT VC)

Two hit tunes from the new Danny Kaye picture get a lifting treatment from Freddy and the Martin Men. There's a catchy bounce that invites repeat attention. Okeh for phonos.

4★ 20-1844 Sammy Kaye

THE ONE THAT I AM (FT VC) THE GYPSY (FT VC)

Both sides of this record will prove satisfactory on automatics. First is bright and has a rousing chorus from the entire band setting off the lively mood. Platter mate is the romantic hit tune played with a languid, dreamy tempo. Very good.

4★ 25-0059 Henri Rene

JALOUSIE (Tango Espagnol)

HORA STACCATO (Danse Roumaine)

Music with a distinctive continental flavor featuring the Musette band of Rene. These two European favorites are highlighted by the brilliance of the Rene musette. Crisp and original; the rhythm is irresistible. First is the old tango favorite, plus a Roumanian dance adapted at a fast-paced polka tempo which generates a terrific

COIN
MACHINE
REVIEW

69

FOR
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RECORDS

toe-tapping invitation to the dance. Use this disc anywhere.

SAN ANTONIO

- 4★ 103 Frankie Marvin
GUITAR POLKA (V HB)
- IT'S A SIN (V HB)
- 4★ 104 Frankie Marvin
HONEY DO YOU THINK IT'S
WRONG (V HB)
- POPCORN POPPIN' MAMA (V FT)

Four excellent hillbilly or western numbers that pack plenty of merit. Instrumental background is tops and vocal work of Marvin is clear, sharp and warm. This lad has a delivery that will win repeats. Try 'em. If you have western spots you can't miss.

ALBUMS

Standard Album T-508

PERFECT HARMONY by "The Good Fellows"—One Night In Cuba, Alone On The Trail, My Old Dad, Long Ago Last Night, My Lonely Heart, The Kettle Song, At The Old County Ball, Green Hills Far Away.

Close and perfect harmony with Harold Grant and his Orchestra. The variety of numbers in this album offers operators a chance to fill any program with male quartet numbers to satisfy any musical appetite. You can't miss on picking up this album for the 8 tunes have lots of possibilities.

Victor Album HJ-7

NEW ORLEANS JAZZ by Bunk Johnson—When the Saints Go Marching In, Snag It, A Closer Walk With Thee, High Society, Darktown Strutters' Ball, Sister Kate, One Sweet Letter From You, Franklin Street Blues.

Here is definitely a novelty for the automatics. Get the New Orleans Jazz Band somehow on your program strip and the results are assured. Bunk Johnson has been hot trumpeting New Orleans jazz for 50 years and this album presents the best of his best over the years. All are proven hits on their own merits but with Bunk Johnson sending them become solid, Jackson. Real gold here—dig it and plug it.

Columbia Album C-113

GOODMAN SEXTET SESSION

Tiger Rag, Ain't Misbehavin', She's Funny That Way, I Got Rhythm, Just One of Those Things, China Boy, Shine, Rachel's Dream.

This Album should be a "must" for music operators, for the Goodman Sextet polishes off some of the old favorites in a nifty style that will garner nickels today. Folks like the old tunes re-hashed in a new style and this album does just that. Recommended.

COIN
MACHINE
REVIEW

70
FOR
JUNE
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Key Establishes Routes With Pre-War Staff

ST. LOUIS—A "one in a million" coin machine organization is the Key Automatic Amusement Co. at Farmington, Mo., near here, which is headed by veteran operator Ted Key.

Before the war, Key operated both phonographs and pinball equipment over seven counties in southern Missouri, introducing such stunts as rolling repair shops, "on the spot" repairs for location owners, etc. He also had a large vending machine string in highway taverns and restaurants over the southwestern section of the state.

However, when war clouds rolled over the horizon, Key and his four mechanics and route operators closed up shop and enlisted in a body. Not too fatalistic, Ted sold all of his equipment for the proverbial song, and leased away his building in Farmington. He went immediately into basic training for overseas combat duty, but wound up instead doing guard work at the Gatun Locks on the Panama Canal, where he remained for the entire war.

Now back in civvies, Ted chafed to get into the coin machine business again "in the worst way" as he put it. By visiting every distributor in the state, writing hundreds of letters, and buying up existing routes, he has managed to collect 100 serviceable phonographs since last August—at a time when most operators threw a party to celebrate getting even one. It was expensive, Ted admits—but he's back in full swing. Along with the 100 phonographs he has likewise procured 100 pinballs, all in fairly good shape, which are collecting nickels merrily over the same territory.

Not only has Key's vigorous efforts netted him the 200 machines, but a fine reception from spot owners who missed his aggressive campaigning and "sudden service" from pre-war days. Therefore, the Key concern has been able to install its equipment in all but two or three of the same locations used before.

Finally—by a bit of detective work, Ted traced down each of his former employees through their many moves in the Army and Navy, and wired each to return to the

old job as soon as possible. One was in Alaska, another lost in the wilds of Persia, etc.—but in the space of six months, every single man returned to the fold. "We're a bit worn out," Ted confessed, "but we're rolling along in fine shape almost exactly as we did before the war."

Business Change Notices Benefit LA County Ops

LOS ANGELES—Daily notification of business ownership changes and of new prospective locations is one more service for operators that the Associated Operators of Los Angeles County, Inc., has added to its large number of services being conducted for the benefit of coin machine operators in Los Angeles County.

Managing Director "Curley" Robinson explains that each day all changes in ownership of business of any kind that may be serving as locations for coin-operated machines are carefully checked against the files at Association headquarters. Operators who have equipment at these businesses are immediately advised of the name of the new owner so that the operator can at once make arrangements for continuation of his equipment at that location.

In addition, the Association is sending each day to all its members a list of newly established businesses, applications for building permits, etc., which furnish operators leads for new locations.

Operators report that the service to them in maintaining equipment at established locations and in helping them to build their routes is well worth the time, effort and expense involved.

New Hand Truck

LOS ANGELES—A new and improved hand truck ideally suited to the needs of operators is being distributed in California, Arizona and Nevada for the coin machine trade by Coinmatic Distributors.

Truck is called the GP All Metal Appliance Truck. A sturdy durable truck equipped with rubber bumpers and tie strap, it weighs only 31 pounds yet will accommodate heavy and bulky machines. An eight cubic foot refrigerator, for example, can be carried on it with ease.

The truck is of welded, tubular construction throughout, stands 60 inches high and 24 inches wide, and has a 4½ inch toe plate which facilitates loading and also permits the truck to stand upright when not in use.

A novel feature of the truck is construction of two tubular bars flush with the rubber wheels. When taking loads down steps or down a curb, the bars catch the load after the wheels have left the step, thereby eliminating jars.

* * *

John: So you met your wife at a dance. How romantic!

Jim: No, how embarrassing! I thought she was home taking care of the children.

MAZDA QUALITY BULBS

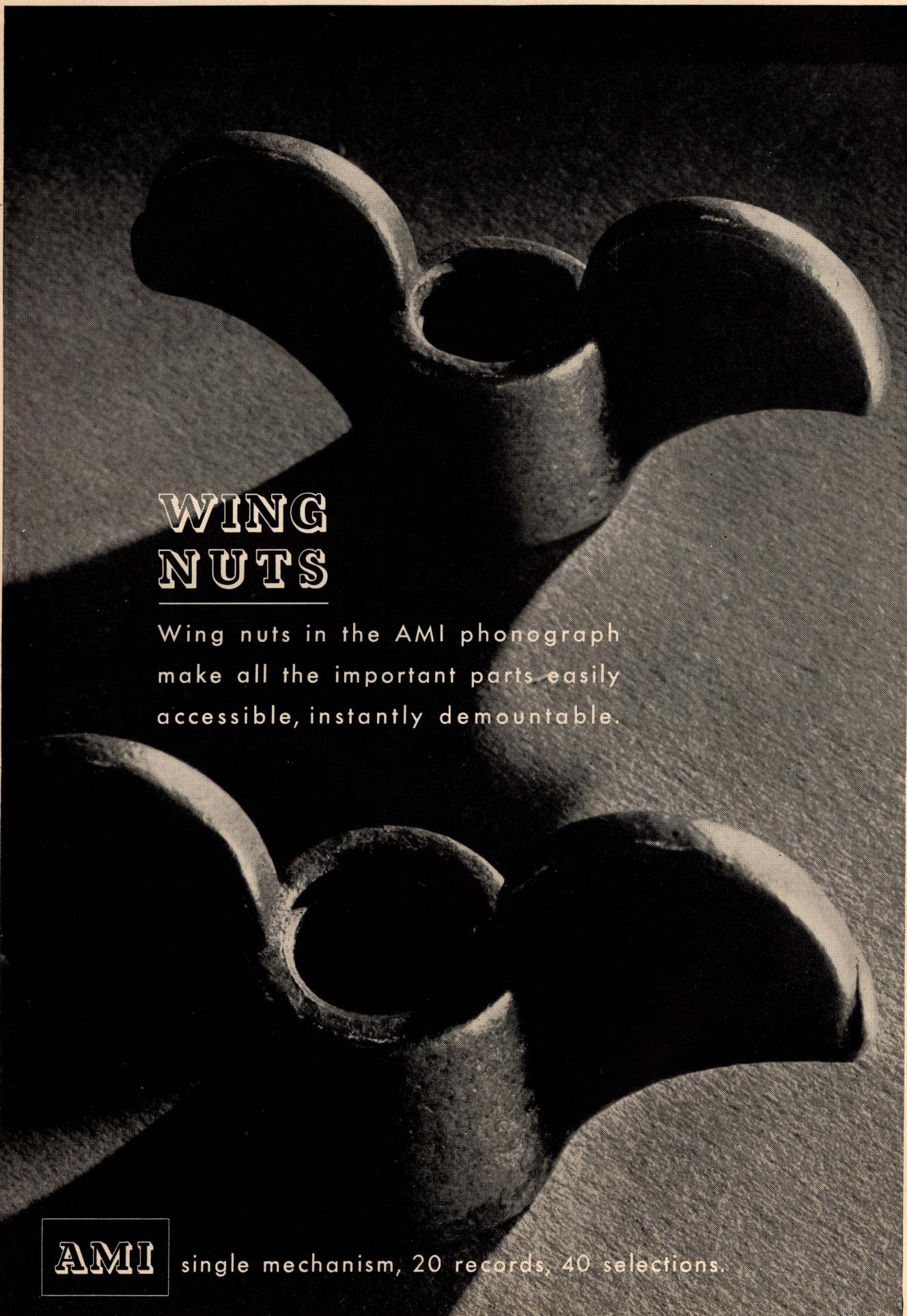
Lamp	No.	Base	Amps.	Box(10)	Per 100
40	Screw	0.15	55c	\$4.95	
44	Bay	0.25	55c	4.95	
46	Screw	0.25	55c	4.95	
47	Bay	0.15	55c	4.95	
50	Screw	1 C.P.	65c	5.50	
51	Bay	1 C.P.	50c	3.85	
55	Bay	2 C.P.	50c	3.85	

WRITE FOR PRICES
ON OTHER SIZES

PAUL A. LAYMON

DISTRIBUTOR

1503 West Pico Los Angeles 15



COIN
MACHINE
REVIEW

71
FOR
JUNE
1946

WING NUTS

Wing nuts in the AMI phonograph
make all the important parts easily
accessible, instantly demountable.

AMI

single mechanism, 20 records, 40 selections.

REVIEW MUSICAL POPULARITY POLL

MAY, 1946

An authoritative chart showing the popular musical favorites and compiled from information gathered in the principal key cities and wired to us at press time.

On Phonographs—

1. I'm A Big Girl Now
Sammy Kaye—Victor
Ruby Newman—Sterling
Dick Stabile—Coronet
2. The Gypsy
Phil Brito—Musicraft
Sammy Kaye—Victor
Ink Spots—Decca

3. Oh! What It Seemed To Be
Frankie Carle—Columbia
George Paxton—Majestic
4. Shoo-Fly Pie and Apple Pan Dowdy
Dinah Shore—Columbia
Johnny Desmond—Victor
5. Sioux City Sue
Dick Thomas—National
Jimmy Walker—Coast
6. Laughing On the Outside

- Enoch Light—Continental
- Dinah Shore—Columbia
- 7. Cement Mixer
Alvino Rey—Capitol
- Slim Gaillard—Cadet
- 8. Prisoner Of Love
Perry Como—Victor
- Billy Eckstine—National
- 9. You Won't Be Satisfied
Perry Como—Victor
- Louis Prima—Majestic
- 10. Hey! Ba-Ba-Re-Bop
Tex Beneke—Victor
- Louis Prima—Majestic

On Radio—

1. The Gypsy (Ink Spots)
2. Laughing 'On the Outside (Dinah Shore)
3. Oh! What It Seemed To Be (Frank Sinatra)
4. Prisoner of Love (Perry Como)
5. I'm A Big Girl Now (Sammy Kaye)

THE SWEETEST SONG THIS SEASON

SOMEDAY

DON'T SAY WE DIDN'T TELL YOU ABOUT

TOLD YOU SO

OZIE WATERS and THE PLAINSMEN

Coast Record 221

Coast Record 225

NABBIN' THE NICKELS

GUITAR POLKA VARSOVIANA

(PUT YOUR LITTLE FOOT RIGHT OUT)

INSTRUMENTAL By **THE PLAINSMEN**

2 SURE FIRE HITS

I'LL STEP ASIDE I'M TIRED OF LIVING A LIE

**IDAHOCALL AND HIS
SUN VALLEY BOYS**

COAST RECORD 223

45 Cents Wholesale Plus Federal Tax

SEND FOR COMPLETE CATALOGUE

COAST RECORD MANUFACTURING CO.

2534 W. PICO BLVD.

FE. 1171

LOS ANGELES 15, CAL.

6. Shoo-Fly Pie and Apple Pan Dowdy (Stan Kenton)
7. One-zy, Two-zy (Phil Harris)
8. Cement Mixer (Alvino Rey)
9. Sioux City Sue (Bing Crosby)
10. All That Glitters Is Not Gold (Dinah Shore)

Best Selling Sheet Music—

1. The Gypsy
2. All Through the Day
3. Laughing On the Outside
4. Shoo-Fly Pie and Apple Pan Dowdy
5. Prisoner of Love
6. Sioux City Sue
7. Oh! What It Seemed To Be
8. You Won't Be Satisfied
9. I'm A Big Girl Now
10. One-zy, Two-zy

Best Selling Records—

1. The Gypsy (Ink Spots)
2. Prisoner of Love (Perry Como)
3. Laughing on the Outside (Teddy Walter)
4. Bumble Boogie (Freddy Martin)
5. Sioux City Sue (Bing Crosby)
6. Come Rain Or Come Shine (Margaret Whiting)
7. Full Moon and Empty Arms (Carmen Cavallaro)
8. Temptation (Gordon Jenkins)
9. Don't Be A Baby, Baby (Benny Goodman)
10. They Say It's Wonderful (Andy Russell)

On Wired Music—

1. The Gypsy
2. Cement Mixer
3. Oh! What It Seemed To Be
4. Laughing On the Outside
5. Sioux City Sue
6. Prisoner of Love
7. You Won't Be Satisfied
8. I'm A Big Girl Now
9. Don't Be a Baby, Baby
10. Shoo-Fly Pie and Apple Pan Dowdy

Western Hit Parade—

Tunes most requested by the listeners to the only Western Hit Parade on radio:

1. Silver Dew On The Blue Grass Tonight (Bob Wills)
2. Make Room In Your Heart For A Friend (Wylie Walker and Gene Sullivan)
3. Careless Darling (Ernest Tubbs)
4. No One Will Ever Know (Roy Acuff)
5. Have I Told You Lately That I Love You? (Gene Autry)
6. Sioux City Sue (Dick Thomas)
7. You Can't Break the Chains of Love (Jimmy Wakely)
8. No Vacancy (Merle Travis)
9. You Will Have To Pay (Tex Ritter)
10. Detour (Spade Cooley)

Sepia Hit Parade—

Top tunes in colored spots supplied at press time by Otis Rene, of Excelsior Records:

1. R. M. Blues (Roy Milton)
2. Hey Ba Ba Re Bop (Lionel Hampton) Decca
3. Beware (Louis Jordan) Decca
4. Don't Be A Baby, Baby (Mills Brothers) Decca
5. I Know (Andy Kirk) Decca
6. Cement Mixer (Al "Stomp" Russell) Excelsior
7. Salt Pork, West Va. (Louis Jordan) Decca
8. Dog House Blues (Wes Prince) Excelsior
9. Gotta Right to Cry (Joe Liggins) Exclusive
10. Route 66 (King Cole Trio) Capitol

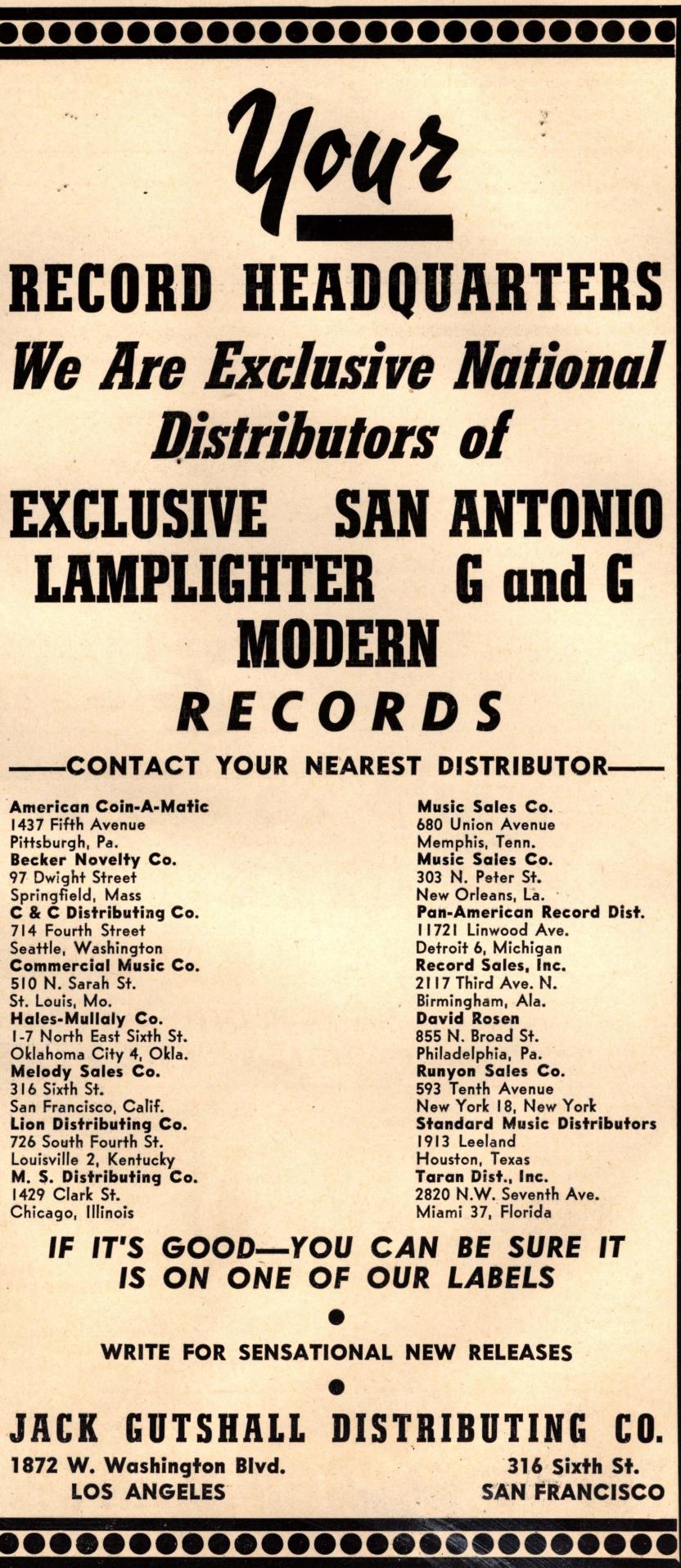
La. Tax Plans

BATON ROUGE, La.—Coinmen are interested in some of the findings disclosed by the Associated Press poll of state legislators on the matter of contemplated tax increases.

One legislator, Representative Horace J. Dugas of Allemands, St. Charles Parish, reported that he planned to offer legislation to tax slot, pinball, and horse race machines at the rate of \$50, proceeds from the tax to be divided equally between the state and the parish.

Representative Dugas also wishes to increase the tax on beverages: 6 cents per case on soft drinks, 2 cents per bottle on beer, 25 cents per quart on whiskey, 20 cents per gallon on wine.

Another scheme for raising money was presented by an anonymous legislator who said he planned to offer a bill to legalize gambling on a local option basis and tax it.



Your

RECORD HEADQUARTERS

We Are Exclusive National Distributors of

EXCLUSIVE SAN ANTONIO LAMPLIGHTER G and G MODERN RECORDS

—CONTACT YOUR NEAREST DISTRIBUTOR—

American Coin-A-Matic 1437 Fifth Avenue Pittsburgh, Pa.	Music Sales Co. 680 Union Avenue Memphis, Tenn.
Becker Novelty Co. 97 Dwight Street Springfield, Mass.	Music Sales Co. 303 N. Peter St. New Orleans, La.
C & C Distributing Co. 714 Fourth Street Seattle, Washington	Pan-American Record Dist. 11721 Linwood Ave. Detroit 6, Michigan
Commercial Music Co. 510 N. Sarah St. St. Louis, Mo.	Record Sales, Inc. 2117 Third Ave. N. Birmingham, Ala.
Hales-Mullaly Co. 1-7 North East Sixth St. Oklahoma City 4, Okla.	David Rosen 855 N. Broad St. Philadelphia, Pa.
Melody Sales Co. 316 Sixth St. San Francisco, Calif.	Runyon Sales Co. 593 Tenth Avenue New York 18, New York
Lion Distributing Co. 726 South Fourth St. Louisville 2, Kentucky	Standard Music Distributors 1913 Leeland Houston, Texas
M. S. Distributing Co. 1429 Clark St. Chicago, Illinois	Taran Dist., Inc. 2820 N.W. Seventh Ave. Miami 37, Florida

IF IT'S GOOD—YOU CAN BE SURE IT IS ON ONE OF OUR LABELS

●

WRITE FOR SENSATIONAL NEW RELEASES

●

JACK GUTSHALL DISTRIBUTING CO.

1872 W. Washington Blvd.

LOS ANGELES

316 Sixth St.

SAN FRANCISCO

Lumber to Black Market

WASHINGTON—Most of the 2,500 lumber dealers who responded to a recent nation-wide questionnaire declared that their supplies of lumber were practically exhausted. Shipments from the mills are down to a mere trickle.

Of great concern to the Coin Machine Industry is the report of a growing black market whereby lumber bypasses established dealers and is sold to the highest bidder. Some dealers report having received no lumber of any type since January 1.

On the black market plywood is said to be selling at three times the ceiling price. Oak flooring sells for from \$100 to \$250 above the ceiling price for 1,000 feet.

The National Lumber Manufacturers' Association reported recently that shipments of lumber from mills are still exceeding production. Orders now on hand amount to 89 per cent of the mills' stocks.

Curbs Punch Boards

SEATTLE—Seattle's public prosecutor, Lloyd Shorett, is training his guns on money boards, especially the higher-priced chances on punch boards which have been operating full blast in this city.

Shorett has cracked down on money-board distributors with the declaration that the money-board situation is entirely out of hand. Principal complaint is from wives who protest that their husbands lose too much on the boards. Also, a growing gambling fever and plenty of ready money have caused money board owners to raise each try to 50 cents.

The situation's going to be curbed, says Shorett.

COIN
MACHINE
REVIEW

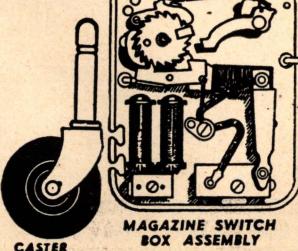
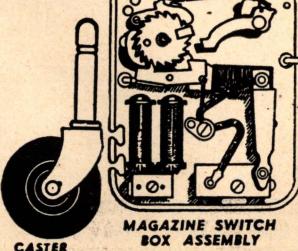
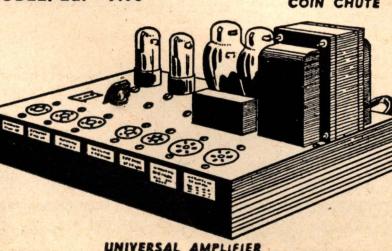
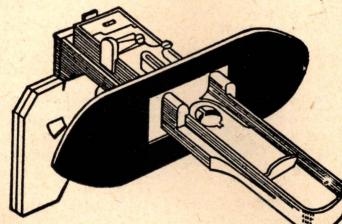
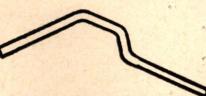
74

FOR
JUNE
1946

HARD TO GET PARTS

Satisfaction Guaranteed or Your Money Back

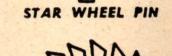
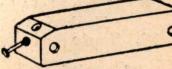
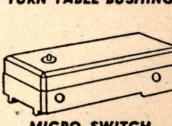
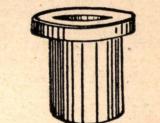
Wurlitzer Turntable Bushings (Brass). Each.....	\$1.00
Wurlitzer Main Fibre Gears. Each.....	3.95
Title Strip Holders or Program Tins. Each10
Star Wheels. Each.....	.35
Star Wheel Pins or Dumbells. Each.....	.35
Shielded Wire for Tone Arm. Per Ft. 8c; 15 ft.....	.75
Micro Switches, Red and Green on Same Switch; connect leads to whichever color you want—only one switch to stock. Perfect for all Rock-Olas and Wurlitzers. Ea. \$1.15; Per Dozen.....	\$12.00
B-2 Crystal Pick Ups (Black Type) for Rock- Ola and Mills. Ea. \$3.25; Per Dozen.....	36.00
Brand New, Original Wurlitzer Magazine Switch Box Assem- blies, Complete with Cover for 412, 616, 24A, 600A, 500. SPECIFY MODEL. Ea. 9.95	



Wurlitzer Needle Screws, Case Hardened. Per Doz.....	\$ 1.50
Seeburg Needle Screws, Long, Short, Specify. Per Doz.....	1.50
Casters, Standard Wur. Size. Set of 4....	1.35
Casters, Large Size. Fit any Phonograph. Set of 4.....	1.65
Wurlitzer Trip Down Wire. Ea.....	.40
Volume Control Keys, Polished. Ea. 5c; Per 100 4.50	
Brand New Coin Chute Assemblies, single coin only, to replace entire 3 Coin Chute Assemblies on 412 and 616. Complete. Ea.	11.95
"Lifetime" Pressure Oiler, a coin ma- chine operator's "Must". Ea.....	2.95
Universal Amplifiers—Ask the Operator who owns one. Model A fits all Wur- litzer models, all Rock-Olas, all See- burgs except Hi-Tone. Complete with tubes. Ea.	54.50
Model B fits all Wurlitzers, all Rock-Olas and all Seeburgs including Hi-Tones. Complete with tubes. Ea.	74.50

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Write for Quantity Prices
1/2 Certified Deposit Must Accompany All Orders

HEATH
DISTRIBUTING COMPANY
217 Third Street, MACON, GEORGIA
Phone — 2681



G E Building Coinradio

SYRACUSE—Another entry into the field of coin-operated radios is the General Electric Co. Firm is manufacturing the radios for Radio-Matic of America, Inc.

Radio-Matic announces that first installations will be made soon in 350 hotels which have contracted for more than 50,000 radios.

The GE coin-operated radio is said to resemble late model table sets. Insertion of 25 cents brings two hours of operation. If the guest turns off his radio before the two hours have expired, he may turn it on again later and receive the balance of the unused time.

Operate Coin Typewriters

NEW YORK—The coin-operated typewriter business in New York is on the upswing. Operating by insertion of a dime, the machines are reported doing well in some of the largest hotels, USO clubs and railroad stations.

Three companies are active in the field. The longest established is Type-o-Matic, whose typewriters are attached to a special desk holding the coin chute. Coin Typewriters, Inc., has typewriters with coin chute attached that can be used on any kind of table. A third firm is reported tinkering with a coin-operated electric typewriter with coin chute attached.

* * *

"Well, George, I hear you stayed in the haunted house last night. What happened?"

"Bout twelve o'clock, a ghost came through de wall jest like dey wasn't no wall dere."

"And what did you do?"

"Ah went through de odder side de same way."

New Ice Cream Vendor

NEWARK—Several ice cream manufacturers are said to be considering ice cream vending machines, most of which are still in the blue-print stage. One is said to be backing the production of Joseph Daly's machine.

Daly announces that his machine will be available to the trade, in limited quantity, about the middle of June. His machine will vend tissue-wrapped ice cream sandwiches.

The current rumor is that ice cream companies will finance the manufacture of machines to handle their products, but the machines will be sold to regular operators. Definite announcements are expected soon.

Federal Tax Increase

WASHINGTON—The Bureau of Internal Revenue reports for the month of March show an increase in tax collections from amusements, tobacco and phonograph records.

Collection on sales of phonograph records totaled \$399,400, an increase of \$211,600 over the collection for March 1945.

From taxes on tobacco the Bureau took in \$99,436,400—\$25,815,900 more than was collected in the same month last year.

Operators of bowling alleys and pool tables paid \$56,900 in taxes to Uncle Sam. Last year they paid \$36,100.

Night club and theater admissions produced \$36,374,650 in taxes which represented a jump of \$5,729,400 over last year's figure.

Total revenue for the month of March was \$5,023,693,100. This was \$93,915,600 less than last year due to reductions in income taxes for individuals and corporations.

TAILORED MUSIC . . . To Fit Any Location

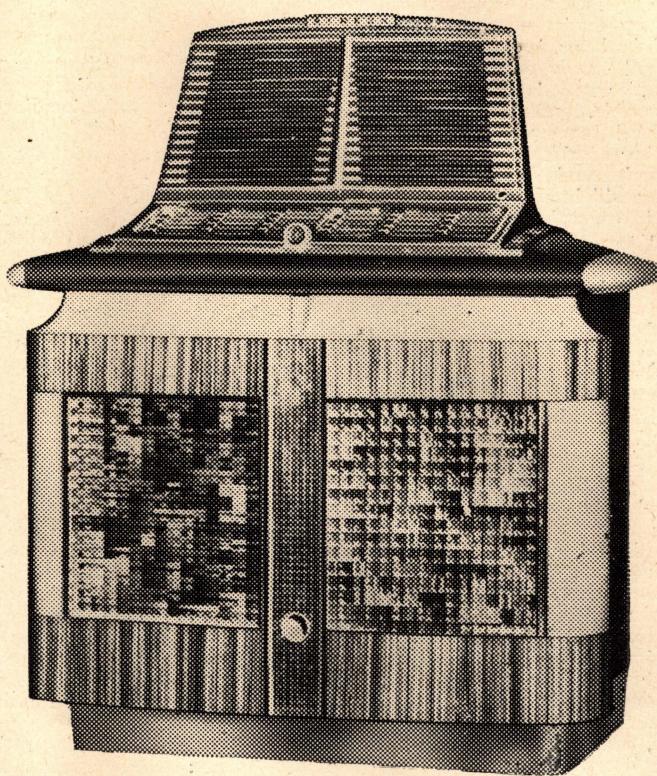
No Two Locations are exactly alike
in Shape, Size, Acoustics, and Noise
Level and—

Only The

AIREON ELECTRONIC PHONOGRAPH

Gives You The Ultimate In Music
In ANY Location

Features never before possible in coin-operated phonographs have been incorporated in the startlingly beautiful AIREON ELECTRONIC PHONOGRAPH, giving you music tailored to the shape and acoustics of any room, depending on the noise level. With only a fraction of the moving parts in the ordinary automatic phonograph, Aireon gives you continuous, trouble-free performance. The 18 per cent faster record changer gives quicker pick, faster play, and extra profits for music operators. In this instrument you get positive coin selection and slug rejection, NEW design, materials and lighting, NEW perfection in pickup, NEW economy of operation through a unique current-conservation device, NEW automatic volume control, NEW noiseless mechanism. AIREON is the most modern, the most profitable to operate automatic phonograph in existence. DO NOT DELAY—COME IN TODAY.



COIN
MACHINE
REVIEW

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FOR
JUNE
1946

OSBORN DISTRIBUTING CO.

63 Page Street, San Francisco 2, Cal.

San Francisco

M-B-W Associates, Rock-Ola distributor, is building up a mammoth organization; as the latest expansion step the two-story warehouse at 2762 Octavia St. was acquired for the purpose of conducting the firm's export activities from there. The building is now being converted so it may be used for thoroughly reconditioning phonographs and crate them for overseas shipment.

George R. Murdock, head of Associates, just returned from two weeks in Chicago and brought home very encouraging reports from the Rock-Ola factory, namely that quantity shipments may be expected soon. Murdock returned via the Northwest and visited with his associate Rock-Ola distributors in Spokane, Portland and Seattle.

Associates gave a birthday party for Willard Wayne in their beautiful showroom. The guests consisted of staff members and their families, and everyone had a very good time.

Mrs. Jean Thayer has joined Associates' growing office force. Bessie Reaugh, also of the office force, got recently married to James Davidson, son of former councilman J. Davidson of Sausalito. Associates is very pleased that young Mrs. Davidson will continue to work for the firm.

Out-of-town operators recently calling at Associates were: M. J. Andrews, Napa; Peter McCarty, Ukiah; Harold Zimmerman, Ukiah; George Arosteguy, Fresno; Ed Westphall, Sacramento; Howard Grimes, Placerville Music Co.; Tom Sawyer, Monterey; Paul Marchi, Marchi Music Co., Sacramento and W. G. Harris from Redding.

George Szakall, Associates' shop foreman, went fishing Sunday and caught a 23 pound striped bass.

Jack R. Moore Co., Seeburg and Bally distributor, held a one day open house, introducing to operators a sample of Bally's new console Draw Bell. Johnny Ruggiero, San Francisco manager, said that operators accorded the Draw Bell a "marvelous reception." He continued to say: "We asked operators if they had any suggestions to offer because the Draw Bell is tailored to operators' requirements. But they seemed to like it just as it is." Over two hundred operators witnessed the showing.

Ernie Brennan, manager of General Music Co., Buckley Wall Box Music System distributor, had just returned from Chicago. He made the trip with Bud Parr, owner of General Music Co., Charlie Robinson and Forest Wilson, engineer of Solotone boxes.

According to Ernie, Solotone music boxes have taken the trade by storm. Ernie said: "We are so delighted with the spectacular success of Solotone in California that toward the end of the month, I shall introduce it to operators in the Northwest." He plans to fly to Portland about the 25th and will stay at the New Heathman Hotel. Other stops in his itinerary: New Washington Hotel, Seattle, and Davenport Hotel, Spokane. He also plans to spend some time in Tacoma but has not decided yet at which hotel he will stay.

There was considerable excitement at M. S. Wolf Distributing Co., AMI distributor, when your reporter called. Walter A. Huber, sales manager, announced: "We just got in the initial shipment of Smiley counter games, made by Pioneer Coin Machine Co. They are now being uncrated." And soon enough there was a sample out on the counter.

Chet Garton, district manager, said that he expects to make deliveries of AMI phonographs early in June.

Walter A. Huber had the surprise of his life a few days ago when he was summoned to serve on the Coroner's Jury. Walter said it certainly was a full day—he had to sit through 13 inquests.

The following operators were recent visitors at M. S. Wolf Distributing Co.: M. E. Maxwell, Chico; L. E. Gobel, Fort Bragg; Harry Brown, Sacramento; S. A. McConnell, Grants Pass, Oregon; Mr. Eccles, Portland; Raymond Cheong, Honolulu; Rafael Nieto, Sacramento. V. R. Lavigne and W. K. Simpson, both from Red Bluff, were hardly recognizable, hiding behind luxurious whiskers. They explained that they are not starting a new trend—they are getting ready to participate in the Pioneer Days celebration. But to continue with the visitors: Louis Crescenzi, Ryde; Sam Keyes and W. F. Farries, Los Banos; "Pat" Patrick, Santa Maria; Carl Collard, San Bernardino, and Lauro Mora, Napa.

At Viking Specialty Co., Northwestern distributor, owned by E. M. Dutton, the biggest news is that Frank Bruce Dutton, the Duttons' only son, has returned from the wars after seeing two years active service in the South Pacific as engineer on a B24. At present Bruce is working at Viking but being only 20 years old when the fall semester starts he will resume his studies. He is enrolled at Santa Clara University where he will major in business administration.

Joe Noto, partner in Nobro Novelty Co., spent a week in Los Angeles, combining a pleasure and business trip. Joe's brother and partner, Carl Noto, took us around, upstairs and down, showing what a very large selection of reconstructed games they had on hand. Carl Noto said that he and manager Fred Nelson are kept extremely busy reconditioning equipment as it is the policy of the firm that any equipment put

into circulation must be in first class condition.

Leonard E. Baskfield, general manager of E. T. Mape Music Co., was pleased to announce that George Brown, shop foreman and other technicians of the firm, have rejoined the organization after seeing military service all over the world. Baskfield further stated that they have on hand a good supply of parts, phonograph and amplifier work is guaranteed and the rates reasonable. Available to the trade are some Packard boxes and cable and a limited number of hideaways. We were also given to understand that something very interesting will break within the next 30 days, but it cannot be revealed just yet.

Al Armos, owner of Golden Gate Novelty Co., stated that despite manifold shortages business is very brisk. New Pace and Watling coin-operated machines are received regularly and shipped out promptly. He had a complete line of Packard wall boxes, speakers and hidden units but they are all out by now. Some Pla-Mor phonographs are expected in June.

The recently established Melody Sales Co., 316 6th St., operated in conjunction with the Jack Gutshall interests in Los Angeles, is making rapid strides in winning recognition for its up-to-the-minute records and prompt and courteous service. Bulk of the business is with local and Oakland operators, but lately numerous inquiries and orders have been received from all over Northern California. Tony Valero is circulating in the East Bay territory, making contacts; Tome Moyles is in Sacramento calling on the trade, while Al Barmy, sales manager, is holding down the front here, attending to incoming business. Joaquin Garay's Copacabana Album had just been received and it is confidently predicted that it will be a great success. Dealer's choice is the album with either 3 or 4 records. Individual discs are also available. The collection consists of: Adios Muchachos, Linda Mujer; Rhumba Rhumba, Salam Salamente Una Vez; The Gay Ranchero, Begin the Beguine; Mama Yo Quiero, Brazil. Al Wallace and his band furnish the orchestration. Joaquin Garay sings on four sides.

Leon "Hi. Ho." Silver's career as a vending machine operator is truly a success story. He entered the business in 1937 with a capital of seventy dollars which purchased about a dozen peanut machines.

Within five years he became a large scale operator, his equipment consisting of candy, gum and peanut machines. In 1942 he sold out to nine different operators, and came from Los Angeles to work as a welder in the Kaiser shipyard in Richmond. He made good in his new endeavor too. By the time he left the shipyard in December 1944 he had been promoted to foreman flanger, having jurisdiction over two hundred men. He had also had a plaque awarded him by the War Production Board for "individual production merit."

Having no equipment and no established accounts with supply houses it was almost a miracle that Leon "Hi. Ho." Silver managed to get back into the candy vending field. However, candy and gum manufacturers remembered the excellent reputation he had established during his earlier operations, have readily re-opened his account. Today he operates two hundred candy machines with gum and peanut machines attached. He has three trucks and three helpers.

Silver is very much expansion minded and is right now in the market for a wide variety of candy, gum and peanut machines, also all makes of cigarette vending machines.

Discussing the different type of vendors, Leon said: "I like the Northwestern de Luxe bulk peanut machine for its simplicity of construction, which makes every part accessible for the operator or serviceman. The machine has its full share of eye-appeal and its general construction makes it easily adaptable to be attached to any cabinet type candy machines."

According to Silver, his prosperous business was founded on the following precepts: 1) scrupulous business methods. 2) making judicious contacts. 3) giving consistently adequate service. 4) cleanliness of equipment and personnel—and last but not least, giving customers the best merchandise money can buy.

"If you handle top lines," said Leon, "your business will automatically grow from the quality merchandise you handle. Also don't forget that our slogan is: 'AT YOUR SERVICE' printed on all our trucks, and I assure you we live up fully to it."

Louis Gross, San Francisco, bought Tom Connell's music route in Marin County.

Gisela Ney

* * *

Give To The Salvation Army

Los Angeles

Route sales, hospital visits, equipment shortages, and the ever-present visits to Chicago punctuate the news of the past month. On route sales, one of the largest was the sale of the Jim Alle routes to L. A. Music, and up Oxnard way the Bringas Brothers sold their music route to Frank Navarro.

Barry Beauregard, local operator recently discharged from the service, is back at his operating again after a month in a hospital in Oceanside. Periodic visits to government hospitals have been his lot since his discharge, but the lad keeps his chin up. Woody Philbin, operator in these parts, is off to the hospital for a small vacation. Thomas Workman, local operator, has checked out of the hospital minus an appendix. And Mrs. Otis Rene is recuperating at home following a hospital visit highlighted by an operation.

Back from Chicago is Bill Wolf of the M. S. Wolf Distributing Co. Bud Parr, of General Music, and Charlie Robinson, of C. A. Robinson & Co., also visited Chicago for confabs. Bud appointed a number of distributors for Solotone and arranged for Buckley deliveries for his two Coast offices.

Despite the equipment shortages the Row has been buzzing with operators from out of town. Visiting Laymon's and other spots in town were Bert Polin, Santa Maria; Elmo Robinson, Phoenix; Irving Marley, Glendale; Glen Catlin, Montrose; Dick and his son, Richard Sharp, Santa Ana; S. F. Griffin, Ontario; Mrs. Roy Smith, Lancaster; Opal Brown, Santa Maria; S. M. Ketchersid, San Bernardino; J. H. Shetter, San Gabriel; and Carl Fisher, Inglewood.

Mrs. Max Thiede trained out on May 15th for a month visiting friends and relatives in Chicago. Max is batchin while the missus is East.

Jack Henderson and Gordon Hicks are beginning to feel the spring and summer business at their Virginia Park Arcade in Long Beach.

Aubrey Stemler is driving through Northern California and the Pacific Northwest in the interests of a music distributorship which he hopes to announce publicly before long. Accompanying him is Mrs. Stemler, who will look at scenery while her husband looks at business.

Ray Powers, E. T. Mape Music Co., reports a sharp rise in used equipment trad-

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**VERNON L.
MOORE**

**FRED C.
REILLY**

"CURLEY"

ROBINSON

MANAGING DIRECTOR

DAVE BORAN

**ASST. MANAGING
DIRECTOR**

ASSOCIATED OPERATORS

OF

LOS ANGELES COUNTY, INC.

(Incorporated 1937)

1351 W. Washington Blvd.

Los Angeles 7, Calif.

PR. 0231

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Have your phone calls, messages and letters sent to this office.

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Eager For The New Ones"*

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LEN MICON SAYS:

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IN

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LOS ANGELES 7, CALIF.

ing. He is having to enlarge his stockroom and parts department in order to handle all the work. At this writing, Powers is head over heels in work but is expecting to be able to get up to Northern California during the Decoration Day holidays for a combined business and pleasure jaunt.

Jean and Dolores Minthorne were recent travelers to Arizona during the sessions of the Seeburg factory service school conducted as a joint venture with Minthorne Music Co. Jean is highly pleased with the interest shown among operators at the school. Such schools were very popular before the war and Jean believes that their revival at this time will do a lot for Seeburg operators.

The current cry along Coin Machine Row these days seems to be "Eastward Ho." Latest to take Horace Greeley's advice in reverse is Leonard Micon, Pacific Coast Distributors, who has Super-Chiefted to Chicago for a look-see at the Windy City's new equipment delivery situation. In order to dispel the gloom occasioned by newspaper accounts of coal shortages and strikes gripping the nation's coin machine manufacturing center, Micon thumbed through a sheaf of orders for the new H. C. Evans consoles. He figured he had enough to make up a carload—a thought that promised to make his trip Chicago-ward a little brighter.

After hearing so often "we're looking for deliveries," it's nice to drop into General Music Co. and hear Fred Gaunt's hearty "We're really getting deliveries on Skee Balls." As a matter of fact, General Music is one of the busiest places along the Row, with lots of equipment moving and operators all over the premises.

Nels Nelson says that deliveries are good and constantly increasing on Measured Music systems. Among those who have placed large orders with Nelson are E. T. Mape Music Co., Lee Webb, Los Angeles music operator, and M. C. Brunetti, who has been out of music operating for awhile and is now coming back to the business with Measured Music.

John Gottfried, president of National Slug Rejectors, Inc., will use Nels Nelson's establishment as West Coast headquarters, Nelson says.

Bill Leuenhagen voices what promises soon to be an age-old cry—"I want a new car." Reason is that Bill likes to fish, and the kind he wants to catch aren't to be found along Coin Machine Row. His latest

piscatorial venture was at Pismo Beach, about which so far he declines to make a public announcement. He's not so reticent about his 24-hour operating service for operators temporarily out of town. Many users of the service speak highly of it, says Bill, one being Bud Morrisey, local operator.

Battling colds, and bad ones at this time of year, have been Mrs. Paul Laymon and Hum Brockamp. Archie Riddell, Pasadena, has been engaged in the same activity.

George Murdock, San Francisco, spent the week of the 13th in town calling on accounts and transacting business. George is on the move most of the time with so many offices and varied enterprises to look after.

Ed Wisler, District Aireon Manager in the Arizona, New Mexico territory, spent a few days in L. A. and called at THE REVIEW for an all-too-infrequent visit. Ed has the first Aireon instruments on location in his area and they are doing very well, he relates.

Nick Carter is back from a look-see at Nickabob Sales in Fresno.

Jack Gutshall took "Who Dat" to Big Bear on the 17th for another summer season of boating, fishing and relaxation. "Who Dat", his boat of course, took on 8 coats of varnish and other re-conditioning during the winter months.

Tom Smallwood, Idaho Falls, Idaho, motored down to see if equipment was more plentiful here than in his nearest buying centers. Tom bought a lot of stuff for shipment north.

Mr. and Mrs. Paul Laymon entertained at their beautiful home in Pacific Palisades over the May 11th week-end, Mr. and Mrs. G. F. Cooper and Mr. and Mrs. Jerry Post, Riverside. Affair honored Cooper's birthday.

Add to out-of-towners: Lloyd Barrett, Pomona; Walter Murra, Downey; Paul Sullivan, Oceanside; Jack Hull, William Shorey and Stuart Metz, San Bernardino; Mrs. Wilma Bradley, Ontario; Bob Causey, Bell; Homer Gillespie, Long Beach; Lowell Ayres, Inglewood; William Sparrow, Santa Barbara; Clem Korte, La Canada; Art Weiss, Arcadia; and Claude Tomlinson, Farmersville.

A new face at Leuenhagen's is that of Gil Russell, service man. Russell did his stint in the Navy and now is turning his talents to skill games and automatic music.

Another addition to the ranks of service men is Bob Alexander, recently discharged from the Army and now in training at Minthorne Music Co. under the G.I. training

program.

Minthorne Music, incidentally, has about completed its new paint and repair shop. When finished, the company will offer refinishing and repair service for operators of several types of equipment.

E. C. McNeil flew to St. Louis recently to visit the home office of National Vendors, Inc. Mac expressed hopes that the new National All-Electric cigarette vendor will be reaching operators before long.

Despite the difficulty of getting building materials, many businesses along the Row are expanding. Latest to acquire more elbow room are Coinmatic Distributors, who have leased additional space just west of their place for warehouse facilities. Coinmatic now covers numbers 2704, 08, 10, and 16 West Pico. Their showroom is a honey.

Preston Jarrell, Coinmatic Distributors, is one of a number of local coinmen recently laid up with colds. "Caught it in San Francisco," he says. Jarrell attended the National Association of Tobacco Distributors' meet in the Bay City, then skipped over to the Sacramento Valley. Before returning to Los Angeles, he picked up the distributorship for a dandy new hand truck that should make a big hit with operators of large machines like phonographs, cigarette machines, etc.

Down at K & M Service, Fred Myers is back in the city after a two-week trip to Oklahoma City and Cincinnati, and H. A. Lucas has returned from a five-week trip

**COIN
MACHINE
REVIEW**

77

**FOR
JUNE
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Specializing in

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May I serve you?

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through the Northwest. The company has worked out a nice distributor organization. Company also has national distribution for a new label, Stanchel, a record designed exclusively for coin-operated phonographs. First number on this label is "Oakie Boogie" and "Dora Darlin," recorded by Johnny Tyler and the Riders of the Rio Grande.

Mollie Simon, who recently established an "accommodation center" on Coin Machine Row, says she is building an interesting and successful business. Mollie states that she wants to thank everyone in the industry for their help in getting her started, and especially her former employer, "Curley" Robinson, for going out of his way to see that her new venture succeeded. Mollie says "loyalty and hard work reaps its reward every time, and it is just like Curley to see that a former employee gets a good start in a new business." Her accommodation center is now instituting a bureau for phonograph, pinball and arcade mechanics.

New offices of the Associated Operators of Los Angeles County at 2848 W. Pico Blvd. are not expected to be ready for occupancy before July, according to "Curley" Robinson. The association had hoped to be at its new location before now, but building shortages have delayed completion of the building.

Mr. and Mrs. Dan King, San Francisco, flew into town on May 13th and an unlucky 13th it was, too. Landing at Moseley Field, Glendale, Dan brought his plane down on the runway and ran into a sign misplaced on the runway in such a fashion it was unnoticeable to a landing pilot. Result: a wing tear and the Kings remained in town for 5 days instead of the planned 2.

Paul Hirschler is still being kidded about being caught in a gambling raid in staid old Pasadena. Breaking into a swank South Pasadena cafe with sledges, deputy sheriff's raiders rounded up 14 accused of gambling. All posted bail, paid fines, and have become respectable citizens once more in the eyes of the prim and proper Pasadena.

Badger Sales is eagerly awaiting moving day to their new building at Arapahoe and Pico. Building is about completed and its finishing is being delayed because of shortages, strikes and half a hundred other things. When completed it will be a deluxe spot.

Seattle

Almost a hundred times have I pecked out the seven letters heading this column. And now, as my fingers plunk out my last contribution from the Pacific Northwest, I am once again caught in the dream-like web known as reminiscence.

Reminiscence softens the harshest encounters, glamorizes dull events, lends adventure and romance to every-day occurrences. Its powerful rays, focussing with brilliant illumination on the past, spotlight a wide array of people. Personalities make people, and people make the news. Which leads up to eight years of . . .

Personality Pen-Ups: Al Gustafson, master salesman, the most hep guy of them all. Whenever the legislators started a squeeze play, Al was rushed to the trouble-shooting front. Whenever a storm brewed on the Row, Skipper Al was on the bridge guiding the ship to a safe port . . . Blonde, good-natured Ducky McFarland of the Moore shop, who lost his good nature and almost caused me to lose my good health because of a Winchelling line which just about ruptured Ducky's love life.

The shock that was felt around the coin-world: After years of Samsonian feats, Strong Man Rudy Peterson stepped confidently before the Draft Board Doc—and almost tore the place apart when they labelled him 4-F . . . Diminutive Jerry Steffan, who tried growing a mustache in 1937, and has been trying ever since . . . Earl Heroux, the square-shooting arcadester, whose rare items included a 75-year-old music box containing the Swiss Dancing Dolls accompanied by a puppet orchestra; the rare Violano-Virtuoso, winner of gold medals at the Panama-Pacific and San Diego Expositions; and Bojo, the hand-made, music-playing monkey . . . Bob Seymour, the ex-con who Heroux trusted and who vindicated his employer's faith until he went to Alaska with Brain-Child Bojo, pocketed a huge sum and fled—leaving Bojo to amaze the Eskimos and Heroux to rue the day he hired him.

Pipe-smoking Al Muir, who worked fourteen hours a day carrying the Columbia banner into the heart of Seattle Recordom . . . Wolf Reiwitz, shrewdest of the

shrewd . . . The infamous turn-about of Bud Kinney, who berated your scribbler into apologizing for an alleged error. Imagine the crimson chagrin of your then-cub reporter when he discovered his original statement was 100% correct . . . DeLovelies: Evelyn Plant, May Sharkey, Evelyn Western.

Hugh Lyons, the wire-haired madman, who missed his life-mark by not becoming a soap-box orator . . . Prophetic lines from my 1938 column: "A local jobber shipped 75 bumper-type games to Japan and they're receiving heavy play. As soon as the boys over there confine their bumping to pin-tables, everything will be hunky dory."

The fiction-like success story of Frank Counter. Starting as a cabinet-shop worker, he operated two games; from that meager beginning he spiraled to the top, second only to Ken Shyvers in operating scope . . . Smiling Bob Chamberlin, typifying the happy-go-lucky American boy, who fought the war on the bloody beaches of Okinawa and exemplified the skill and courage of a great fighting force.

State Senator Albert Rosselini's life-long gratitude to Coindom. An aspiring law student in the depression-torn thirties, Rosselini needed funds to complete his college education. He called on school-chum Jack Roberts at Western Distributors and Jack gave him a Puritan Vender to try on location. Rosselini subsequently placed a dozen machines and from the proceeds financed his way through school . . . The colorful career of Jack Roberts, a coin-vet of 15 years, who started as a poultry farmer in San Diego after being discharged from War I. In 1920 he published the Pacific Poultrycraft in Los Angeles. Came the crash and Jack veered to vending in Columbus, Ohio. In '31 he founded Western Distributors, selling the establishment in 1934 to become an operator.

Guest columnists Barbara Nafsted, Mrs. Frank Counter, and Maybelle Dace: Barbara reflected the ideals of youth with snap and originality; Mrs. Counter penned the viewpoint of an operator's wife; while Maybelle, who knew more about more phonograph records, sounded the voice of the business woman . . . The days when the Hoosier Hot Shots were the rage of Discland and nobody ever heard of a hick named Spike Jones . . . Sybil Stark's smile, a cupid-bow of contagious heart-warming delight until she reached Coin Row's pinnacles—then the slow transformation into something calculatingly polite, with just a wee bit of condescension showing at the corners.

The strong tide of reminiscence tugs at my mind but space-limitations tug at my fingers; so let's shut the book on the cavalcade of the past and train our reportorial sights on the month of May, 1946 . . .

Pre-Embarkation Pop-Offs—All through

(See SEATTLE, Page 80)

The New PREMIER **BARREL ROLL**

Is Designed To Meet All Location Requirements

It is available in 3 lengths—10½ Ft., 12½ Ft. and 14 Ft. and all backboards and playing fields are interchangeable and interlockable. Even the barrel roll, which adds a competitive skill shot to the player appeal, is optional—games can be supplied with or without. With these interchangeable features it is NO WONDER LOCATIONS WELCOME THE PREMIER BARREL ROLL.

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COIN
MACHINE
REVIEW

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1946

SEATTLE

(Continued from Page 78)

the war southwestern Idaho was undermanned in equipment. Now with the manufacturers' cooperation, they're trying to even-keel the pendulum . . . S-w-i-s-h! In they came; out they went: three carloads of Victory Specials . . . Mrs. Harry Jacobs, wife of wag-on Porky, was the guest of the Jack Oakies at the May Poodle Specialty Show in Beverly Hills.

Not to be dissuaded from his original intentions, Ken Rader sold his pin games to Jasper Cassut and hied to Mexico City just like he said he would . . . Seattle Coin annexed exclusive distributorship of Shine-A-Minit in the State of Washington . . . H. B. Hoffman, ex-Seattleite now in Spokane, still sensitive about his first name.

The vacation's over for Jerry Steffan who annexed his name to Johnny Michael's payroll . . . The Sphinx quick-trips from Egypt to Sam Grossman's face whenever anyone asks why his left arm is slinged . . . The Row's two top inventive aces, Vern Preston and George Schnabel, have both installed motors which make Victory Specials a push-button, cheat-proof affair that anyone can play with his eyes closed and nine fingers tied.

A revamped shop room and installation of the "See At A Glance" parts department are highlights at Jack Moore's. "See At A Glance" embodies parts encased in glass jars, placed in numerical order, with a sticker showing numbers, prices, etc.

Kenny Bozley and wife were driving in from a week-end ski jaunt when the car hit a rock in the road. By the time the leapin' lena had landed, it was shaped in a figure eight—a better gymnastic design than the skiing Bozleys could ever hope to attain on the slopes. By a miracle of luck they escaped unscathed.

It is only human to err, but I'd rather prove my humanness by some other means than was shown in the April column when I mentioned that Ancel George was working in Puget Sound Novelty's shop. Ancel was busy chuting chutes for his employer, Solly Solomon of Western Distributors, when THE REVIEW was delivered. Shortly thereafter, chaos became king. George

Schnabel of Puget Sound, who employs so many men he can't remember all their names, began a systematic search for the new man supposed to be in his employ. Solly, Vern Preston, and Curly Gohr accused Ancel of being in the pay of the enemy and trying to sabotage their establishment. Your scribbler tried to soothe the combatants to normalcy, but did you ever try petting an angry lion and expect to use your hand again?

This month's orchid goes to Al Roberts, an operator of far-reaching vision and foresight. Al installs a plywood board on every flat collection box which covers the box's surface except for two-and-a-half inches. Says Al: "When location customers see an operator pull out a box brimming with coins, they think there is about ten times the actual amount, and the word passes around that the operator is cleaning up a fortune. A deep box doesn't give that false impression, but a flat one does. That's the reason for the plywood covering. Then, too, I always count the money in the back room and not where customers can look over my shoulder and get erroneous ideas."

Heberling Hi-Spots—He started in Renton, then transferred to Bremerton—and now to Seattle. Jesse Bickford is on the third lap of his "See the Northwest" tour . . . Joe Besk, formerly a music muse with Rudy Peterson, is covering the Bremerton sector . . . Partner Chet returned from a month-long vacation to California and Arizona with more sparkle in his eye than a rough-cut diamond . . . Brother George will saddle Brother Chet with the office routine and take off for a month too . . . Ila (Brownie) Frazier is back after a back operation; Bookkeeper Earl Parsley's wife Atha turned in a bang-up five-week replacement stint.

Pot-Pourri from Puget Sound Novelty—Alvina Hammel has been installed in a brand new bookkeeping office, employees and customers have a new coffee counter, and the building front has received a face-brightening paint massage . . . New addition to the ranks is Ray Radford, a veteran of 26 months in Europe, who swapped his khaki for the uniform of the shipping

department . . . Early vacationer Bill Alsorf feels as sprightly as a spring chicken crossing the road after a three-week jaunt to San Francisco and Los Angeles . . . Johnny Inman isn't superstitious, but any time a guy speaks about horseshoes bringing good luck, Johnny will give out with his best assortment of Bronx cheers. Horseshoe Lake staged a motorboat race and Johnny entered his pride-joy Bottoms Up. The course was four miles, with thirty boats answering the starter's gun. At the finish line the judges counted only twenty-nine—but that was before a sharp-eyed fellow spotted a speck far up the lake, later identified as Bottoms Up.

Meandering Among the Music Men—Ops are standing by for the unveiling of Packard's new phone . . . A newcomer steps in, an old-timer sells out: Bill Olney of Helena, Montana, sold his 56-phono-route to Dick Gies . . . Al Harman, ex-L.A. op, now a Seattle standby . . . First units of Ken Shyvers' revolutionary multi-phones grossed a weekly average of \$111 . . . Bill Woods has leased his Boise, Idaho, aeronautical school to an instructor and is full-steaming-ahead on music. The flyer in him still runs deep, as evidenced by the purchase of a new five-passenger Beachcraft to quick-service operations extending over an area of 300 miles.

The trade-in market on phonos is practically at a standstill; ops want new machines but also want to retain the old ones . . . Hi-Tone Music sounds kind of low-tone these days with Owner Ralph Alger being sued for divorce. The missus is serenading him to the tune of seven hundred fifty lettuce leaves a month.

Irv Chelin, operator and record store owner, is spearheading Personal Music in Seattle (six minutes of non-selective melody for 5c) . . . Bruce Dalton and his Western Novelty have extended into the wholesale field at Great Falls, Montana . . . Expansion also keynotes the operations of Billings' Sid Cohen who has opened offices in Great Falls and Bezman, Montana . . . Vet Op Charley Schaefer of Seattle sold his route to Arnold Solkin for forty eight thousand smackaroos . . . Who says there's a phonograph shortage? George Hutchings, right-hand man of Art Butler in Tacoma, drove to Seattle every day for a week and hauled away phonos each time.

Add expansionees: Ketchersid Music of Boise have boosted their holdings from 140 pieces to 200 . . . "Cherchez la femme"—if Margaret King is a forerunner of the new post-war era, look for more women ops. Margaret is guiding light of Walla Walla Music Co.

A prediction of music-to-come—a veteran of fourteen operating years offers these candid comments: "The coming thing is wired music." He pulled out a pencil and pad. "A new phonograph costs \$825. Let us say the location is a good-sized one and requires fifteen wall boxes, which cost around \$475. Add the cost of installation and you arrive at a total of around \$1425. That is for one machine on one location with the customer having a choice of 20 or 40 selections. Okay. For \$1425 the wired music op can install in four locations and each one has the choice of a couple hundred numbers."

Three years ago the agonies of asthma forced Bob Maddin to sell his route in Lewiston, Idaho, and head for the high, dry country of Oregon. But the coin bug's bite proved fatal, because Bob has teamed with ex-Army-ite Bob Lane of Baker, Ore., and re-entered the field he so reluctantly left.

"For sheer sparkling, scintillating, effervescent beauty, nothing can approach Pla-

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The Most Popular Skill Counter Game Ever Made.
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IMMEDIATE DELIVERY

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**COIN
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1946**

mor's No. 1000—Packard's proudest speaker presentation," says the circular, and the boys enthusiastically agree. Spokane's Earl Emery purchased ten, and quick like a flashlight he beamed an order for ninety more.

The soldier who went overseas during the war is not the same fellow who returns, according to B. A. Almvig, who operates huge phono holdings in Tacoma, Port Townsend, Olympia, Port Angeles, and Bellingham, and whose boxes draw heavy play from khaki-clad lads in Ft. Lewis and Ft. Worden. "The G.I. ticketed for overseas was a happy-go-lucky kid trying to cram as much fun into the shortest possible time—while he still could. Money was no object; he spent it recklessly." What's that got to do with operating? you ask. Plenty. "The G.I. who returns is looking to the future, conserving, moving cautiously, watching his money," says Almvig, "and that is one of the reasons my machines have dropped twenty to twenty-five percent in collections."

Don Clark commandeered his five-passenger Cessna in San Francisco and flew north for a series of whirlwind meetings, staging confabs in Seattle, Portland, Spokane, and Missoula within the period of four days. 97% of Wurlitzer's franchised operators trained, drove, and flew from areas as far as 400 miles to attend. Gordon B. Sutton, Wurlitzer's assistant sales manager, and E. J. Horiskey, Seattle branch manager, completed the triumvirate who arranged the sessions.

Said Horiskey: "The entire sales job for 1946 was finished prior to these meetings. Our purpose was to build an organization with factory representation, to discuss different points of the operator's agreement and to report on what each locality is doing. Advertising, service, and used equipment were also discussed. This marks the beginning of the completion of our pro-

gram, and we will hold similar meetings every 90 days."

With two carloads arriving within ten days, the local showroom is Wurlitzer-jammed. Four times the present area is required and will be available when present tenants vacate the building... An important phase of the company's program is the establishment of an export corporation, comprised of Wurlitzer distributors, who will accept used games at a high trade-in figure and then ship these units to foreign markets.

And so we come to the final paragraph of my final column. With the penning of these lines, your correspondent turns the reins over to Ray Bloomberg and speeds to Los Angeles to join THE REVIEW staff. Happy riding, Ray—and happy reading, friends.

Louis Karnofsky

* * *

A man sat down at a lunch counter and ordered four poached eggs and chips, a dozen oysters, and a grilled steak.

After wading through these he finished off with four doughnuts and two cups of coffee.

When the waiter had finished serving, he remarked: "You must enjoy your meals."

"Far from it," replied the diner. "As a matter of fact, I hate 'em—but I'm nuts about bicarbonate of soda."

* * *

Private: "I bought her a fine dinner, took her to the best show in town, then to a night club, and do you know what she said?"

Corporal: "No."

Private: "Oh, you've been out with her, too."

* * *

"Why do you always wear those loud socks?"

"Well, they keep my feet from going to sleep."

Wrigley Earnings Drop

CHICAGO—William Wrigley Jr. Co. has reported net earnings of \$1,548,422 for the first quarter of 1946. Income report did not include profits from the company's unconsolidated domestic and foreign subsidiaries except the dividends paid by them.

Gum sales accounted for less than half of the earnings. Sale of real property and credits for refunds on the previous year's excess profits tax made up the balance. Actual earnings on gum sales, before taxes and special credits, were \$1,009,759. In the first quarter of 1945 earnings were \$2,928,723.

Curtailment of shipments during conversion from war-time brands back to Spearmint was chiefly responsible for the drop in earnings. Spearmint went back on the market on March 1. Company also reported a loss of \$80,311 on gum returned from previous sales to the armed forces.

Mex. CM Trade Brightens

CHICAGO—The Mexican government's apparent plan to stabilize coin sizes is expected to increase the number of coin-operated vendors, according to Anthony Manzari, who operates the Oriole Beverage Co. here.

In the past, many soft drink vendors, both bottle type and cup machines, have been operated throughout Mexico, but frequent changes in coin sizes necessitating changes in coin mechanisms have caused operators to discontinue use of the machines.

Mexican soft drink bottlers and distributors, said Manzari, are enthusiastic about vendors and believe that with standardization of coin sizes the prospects for vendors of all types are bright. The Mexican people are said to be very coin machine conscious. Automatic phonographs, for example, which operate on the equivalent of a penny are in constant use.

CIGARETTE VENDING



Lorillard Plugs Cig Vendors— Operators Boost Old Gold Sales

When P. Lorillard Co., manufacturer of Old Gold cigarettes, in its Wednesday night Frank Sinatra radio program introduced the line "Look for Old Golds in the cigarette vending machines," few people knew just how much those last two words would mean in terms of sales and goodwill.

With the sales curve of Old Golds steadily mounting, it is becoming apparent that the nationwide radio plug for cigarette vendors is a smart piece of salesmanship and, for the cigarette industry, something of a novelty.

Despite the fact that the automatic cigarette vending machine business represents a capital investment of millions of dollars, cigarette manufacturers have been unaccountably slow in exploiting the field. For over half a century these manufacturers have been the nation's biggest advertisers, they have literally formed America's taste for cigarettes and have built up a multi-billion dollar industry through countless advertising campaigns, conducted in every form, to catch and hold public attention.

But by some strange fluke they have completely overlooked the automatic vending machine field.

And yet, vending machines sell around 18 per cent of the total annual output of cigarettes.

Lorillard's radio plug for vending machines has caused not only a substantial rise in sales of Old Golds but also has brought a wave of enthusiastic comment from cigarette machine operators throughout the country.

"Why should the two words 'vending machines' on our commercial have such significance?" an official of Lorillard recently asked one of the biggest operators of cigarette vending machines.

"For two reasons," the operator replied. "The first sounds pretty obvious—your commercial told people to buy Old Golds from the thousands and thousands of vending machines strategically located in every conceivable outlet in the country. The second reason is a lot more important—hundreds of vending machine operators heard the program, knew that customers would be looking for Old Golds in their machines, and immediately stocked up.

"Don't forget," continued the operator, "that a large number of cigarette operators are jobbers too. They have to anticipate sales volumes in order to meet demands.

Considering that these operators are buying millions of cigarettes monthly, it's easy to see that when Lorillard plugged vending machines, operators saw which way the wind was going to blow and upped their orders for Old Golds."

Assuming for the sake of illustration that the production of Old Golds in 1946 will reach something like 18 billion cigarettes, it can be conservatively estimated that well over 3 billion of that output will be sold through vending machines.

Like jobber-merchants in other fields, cigarette vending machine operators can go all out for Old Golds and push sales of the cigarette a good way above estimated quantities—or they can turn their efforts to other brands, with a resultant drop in Old Gold sales.

Over a period of nearly a quarter of a century, operators have sold millions of packs of cigarettes, earning a vast amount of money for cigarette companies. These operators have worked long and hard to maintain their businesses, they have had the financial backing and encouragement of no one, and their success has been due entirely to their own persistence, business ability and salesmanship. In recent years it has become customary for large companies to give public recognition to the people selling their products. The neighborhood grocer, the pharmacist, the gasoline station attendant, the house-to-house salesman, and dozens of others have been singled out for praise.

But until Lorillard urged its radio audience to patronize vending machines, no one outside the coin machine industry has had the judgment to see that a friendly

gesture toward the cigarette operator is not only a matter of common business courtesy but a definite and important factor in exploiting a vast sales outlet.

Unlike the ordinary merchant who stays in his shop and sells many items besides cigarettes, the cigarette operator is constantly on the move from one location to another where his machines are placed, talking to location owners and finding out the best sales methods for cigarettes. He has to know his business to keep it. He cannot make up losses with profits from other items—he does not handle "loss leaders." He stocks his machines with best selling brands, and if there is no room for the slower moving brands he does not put them in his machines.

True, the cigarette operator is a hard-headed business man, but he is human. When a large company urges the public to buy from his machines, he is going to expend more sales effort on that company's products. In fact, it is to his advantage to tie in his efforts with the company's national advertising.

In the case of Old Golds, there has been a marked response on the part of operators all over the country. Correspondents of The COIN MACHINE REVIEW located in key cities report that without exception cigarette operators are highly appreciative of Lorillard's endorsement. These operators see an increased demand for Old Golds, and many have said in effect that since Lorillard has given them a break they are going to back Lorillard to the limit.

One Midwestern operator explained it this way: "The average person thinks that my selling consists just of filling up the columns of my machines with cigarettes and waiting for customers to make their choice. That isn't true at all. Take a machine, say, that has eight columns and holds 510 packs of cigarettes. Now, I could evenly divide my merchandise, take 62 packs of eight best selling brands and load each column with one brand. That would give the customer a big selection.

"But some of those brands move pretty slowly, so few operators load their machines that way. Most of us in the business fill four columns with two of the best sellers—in other words, half of the machine is filled with two brands.

"That means that the favored brands get double display. It also means that when a customer comes up to the machine he or she sees those two brands before the others—and chances are buys one in preference to those given only single column display.

"Personally, I'm going to give Old Golds double display in all my machines," this operator said, "because the company is giving the operator the first break from the manufacturer's angle since the start of the

QUICK, EASY WAY TO COUNT and WRAP COINS

THE NEW BLACKSTONE
HIGH SPEED DOUBLE BARREL
COIN PACKER

Count and wrap \$4 in nickels
in 20 seconds. Made in three
sizes. Nickel—penny—dime.
Guaranteed. Price \$2 each size.



Blackstone Coin Packer Co.
Madison 1, Wis.

(See LORILLARD, Page 84)

THE Challenger IS BRAND NEW

Its operating features are **EXCLUSIVE**
with DuGRENIER!

They combine to make the
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Challenger

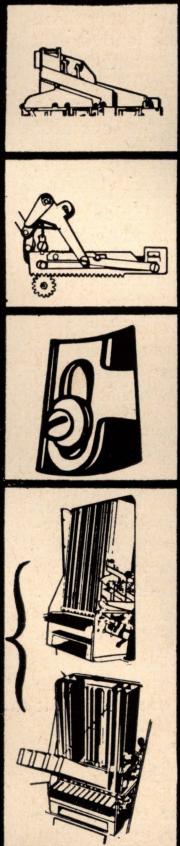
AMERICA'S FOREMOST CIGARETTE MERCHANDISER

ONLY THE CHALLENGER has a single Coin Insert for 5¢, 10¢ and 25¢—and Speedy Coin Drop to facilitate each purchase.

ONLY THE CHALLENGER has a delivery mechanism that operates on moveable steel racks and stationary shaft mounted on ball bearings to provide easy operation, eliminating all torque and strain to insure the maximum life of the machine.

ONLY THE CHALLENGER has a new, simple, compact lower coin mechanism which requires only one adjustment pre-set at the factory.

ONLY THE CHALLENGER permits ready accessibility to the entire mechanism. A single operating handle moves the complete unit forward in the cabinet in three convenient positions for instant servicing.



COIN
MACHINE
REVIEW

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FOR
JUNE
1946

ONLY THE CHALLENGER Coin Mechanism operates on nickels, dimes (and quarters — optional). With separate slug rejection for each size coin (quarter—optional). You can operate different columns to vend at 10¢, 15¢, 20¢ and 25¢, in the same machine—Coins automatically are separated into proper channels from one insert



ONLY THE CHALLENGER offers the most conveniently located free match unit to speed servicing time, and, cigarette columns (regular and auxiliary) that hold Standard or King Size packs without any sleeves, slots or gadgets.

ONLY THE CHALLENGER has ejector handles that are formed steel sections that will not break, and a revolutionary type ejector that eliminates all package load on the delivery mechanism (no jamming or mutilation of cigarette packages), PLUS a positive empty column lockout device. (No cash refunds to customers because of money lost in empty columns).

DuGrenier is proud of these exclusive features—Proud of its brand new Challenger . . . designed from first to last to give you the greatest return on your investment.

ARTHUR H. DUGRENIER, INC.

America's Foremost Manufacturer of Automatic Merchandisers
15 HALE STREET, HAVERHILL, MASS.

New Cigarette Vending Trends

By Burnhart "Bip" Glassgold

Vice President and General Manager of Arthur H. DuGrenier, Inc.

Now that the "Post-war Era" is here we are in a position to see along what lines the cigarette vending machine industry will develop. During the war period a great deal of talk was indulged in and a lot of harebrained ideas were expounded, but from where we now stand we can see that the soundest principles are those which we have held throughout the growth of the automatic cigarette merchandising business—plus refinements in engineering and improvements in location selling that have been developed during the four year waiting period.

Besides improvements of design and service built into the machine itself, every manufacturer must include the operator in his plans for conducting a healthy, growing business. It must be taken for granted that the operator is going to expand his routes, that he is going to add many more machines to his business. The manufacturer can be of material assistance to the operator by making sure that his machine incorporates every means to reduce service time and cost. As his routes expand, the operator must be free to give more attention to the actual business of merchandising. It is to the ultimate advantage of the manufacturer to supply machines that will reduce service to a minimum, that will be simple yet sound in construction and operation.

Over and beyond the equipment itself, the manufacturer must do his utmost to make the equipment readily available to the operator. The average operator is in the position of having to incur considerable indebtedness now that new machines are becoming available. His machines, even the best, are at least four years old. It is to the mutual advantage of both the operator and the manufacturer that the latter take definite steps to build better business relationships with the operator, with the purpose of enabling the operator to acquire the necessary new equipment and to accomplish the expansion that he has planned.

To this end, the manufacturer should establish a policy of flexible credit terms for the operator who thereby will be able to expand without overtaxing his resources. Furthermore, the manufacturer can encourage financing through banking institutions. Both the manufacturer and bankers recognize the operator's need for financing and are in a position to help his business progress in a rapid, normal and healthy manner. To take advantage of this financial assistance, the operator needs only to meet the usual requirements for obtaining



business loans.

Manufacturers are going to have to give a great deal more consideration to the people who will use his machines. The location and the ultimate consumer are going to have to figure more prominently in the manufacturer's plans and designs. New machines will have to include the features that consumers want. Competition in the industry has been keen and it has had a healthy effect, for manufacturers now are forced to give more effort to producing better machines, machines that are better from the viewpoints of the operator and the cigarette buying public.

Arthur H. DuGrenier, Inc., is fully aware of this challenge, and welcomes it. The company is glad to have been able to do its share in turning out equipment for the military—but cigarette merchandising is its real business, and now, fortunately, we can give it our undivided attention.

One of the most pressing considerations that the manufacturer must have in mind in this new era is to design the cabinet of his machine so that not only will it blend with the interior of practically every location but also will attract the sale of the merchandise. More and more attention is being given to design and nationally famous industrial designers, such as Raymond Loewy Associates, are being retained to solve the manufacturers' problems and to incorporate in new machines the design features that will do the most effective selling job.

The cigarette merchandiser basically is a convenience to the cigarette consumer. As such, the vendor must carry a large variety of cigarettes and it must make it easier for the customer to buy. In other words, the vendor must have as many columns as possible, and the coin mechanism must be designed to take any combination of coins. We have given the convenience factor considerable attention, with what we believe are marked results.

The most important fact about the new era we have entered is that our business has come of age. The unbusinesslike methods of which both operators and manufacturers have been guilty in the past can no longer be followed. Constant attention to all the factors of successful merchandising in a competitive field is the surest guarantee of success. Close attention to better machines, better service, and

better relationships between manufacturer and operator will bring the cigarette vending business to new highs of profit.

Mass. Ruling Slaps Small Cig Operators

BOSTON—The Cigarette Tax Division of the State of Massachusetts has fixed the price of the sale of cigarettes to retailers at \$1.71 a carton, forbidding the use of all discount, with the threat of revocation of any wholesaler's license who shall give a discount. The Cigarette Tax Division has ordered also that vending machine operators shall be divided into two branches: those owning up to 50 machines and those owning over 50 machines. All operators owning under 50 machines shall no longer be entitled to any discount. They shall be treated like retail stores. Although the cigarette tax law does not differentiate among operators, requiring all operators, large and small, to pay \$100 fee for their license, the cigarette tax director took it upon himself, according to an authoritative statement by a member of the industry, to create this new division. Inasmuch as it affects small operators it is a question whether or not, according to the same authority, any small operator could be found who could make a test case in the State courts, restraining the director from this discriminatory practice or for any operator to make a complaint in the United States Federal Court under the Anti-Trust Law. "Such is the way of Bureaucracy!"

Cig Advertising Cost

NEW YORK—The American Tobacco Co., manufacturer of Lucky Strike cigarettes, in its annual report refutes the belief that advertising expenditures by large companies are passed on to consumers and raise the cost of living. Report states that advertising cost for Lucky Strike in newspapers, magazines and radio amounts to only 12.7 cents per thousand cigarettes— $2\frac{1}{2}$ cents a carton—and points out that if all advertising were discontinued the saving would be so small that it could not be passed on to the consumer.

Cigs High in Denmark

NEW YORK—Cigarettes, says the *Irish Tobacco Trade Journal*, are worth ten times their value in Denmark. Ships crews scour tobacco shops for cigarettes and cigarette tobacco, buying it in ounces and pounds. Eighteen eggs have been offered for eight cigs, and some visitors have bought cigs and exchanged them for fish landed by Danes.

LORILLARD

(Continued from Page 82)

cigarette vending machine business."

This attitude is typical of operators over the country. The COIN MACHINE REVIEW has long held the conviction that manufacturers outside the Coin Machine Industry are hurting their own business by not giving more attention to coin-controlled vendors. The field of automatic merchandising of cigarettes is much larger and has many more possibilities than cigarette manufacturers seem to realize. In fact, the entire field of automatic merchandising is loaded with vast potentialities that manufacturers should lose no time in exploiting.

P. Lorillard Co. is to be congratulated for being the first tobacco company to give public recognition to the cigarette vending machine operator as an important jobber-merchandiser of a best selling cigarette.

* * *

"Roses are red, violets are white."

"Violets are blue, you say."

"Violets are white—I saw 'em on the line this morning."

If You Want
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**COIN WRAPPERS, COIN
CHUTES and SUPPLIES**
3, 6, 7½, 10, 15 Amp
Fuses, etc.

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the order received. Place your order
today.

the new
**All Electric
CIGARETTE
VENDING
MACHINE**

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1. Delivery several times faster than other machines.
2. Silent, safe, smooth and positive operation.
3. Precision made inter-changeable parts.
4. Illuminated show case displaying actual size of packages.
5. Built in instantaneous price changing control on each column.
6. This machine has been given a working test equivalent to six years of normal operation.

Coin Machine Operators & Tobacco Jobbers who attended the N. A. T. D. conventions at N. Y. and San Francisco were amazed at the positive, silent operation and the sleek console beauty of the new Eastern All Electric Cigarette Vending Machine.

Orders are pouring in from all parts of the country as progressive operators see in this machine "that has revolutionized the industry", a new "business stimulant".

EXCLUSIVE SALES DISTRIBUTORS

EASTERN ELECTRIC VENDING MACHINE CORP.

General Motors Bldg., 1775 Broadway, New York, N. Y. — Tel. Circle 5-7851

Manufactured by C-Eight Laboratories
Newark, New Jersey

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& Treas.; Hal R. Meeks, Sales Manager

PACIFIC COAST DISTRIBUTORS

Blake Sales Co. — Cliff A. Blake, Pres.

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1946 Cig Vendors Steal Show At Coast NATD Convention

by Gisela Ney

SAN FRANCISCO — The first Western NATD Convention was a brilliant affair bringing together almost 1400 representatives of allied industries. It was a momentous occasion for vending machine distributors and operators. Operators flocked in large numbers from the 11 Western States to view and order new equipment, also to make closer contact with their supply houses, and looking for additional affiliations. The vending machine fraternity joined with a will in the numerous social activities such as cocktail parties, two luncheons and the Victory Banquet. But the highlight, of course, were the new post war vending machines which were displayed at the NATD Modern Merchandising Fair held at the Green Room and Foyer of the St. Francis Hotel. Distributors agreed that reaction of operators to the new models was nothing short of phenomenal.

Preston Jarrell, sales manager of Coinmatic Distributors, said: "Operators' enthusiasm about the 1946 model Uneeda Vendors is 'terrific.' They are especially impressed by the breathtakingly beautiful, tailored design of the cabinet, the large capacity of the machine for cigarettes, which means less frequent re-fills, and the ease and simplicity of operating the Uneeda Vendors. Scores of operators visited our display and demand for Uneeda Vendors exceeded all our expectations." We further heard from Jarrell that deliveries started three weeks ago, shipments are coming through regularly but far from the desired quantity.

Ken Brown, head of Coinmatic Distributors, came up from Los Angeles to attend the convention. Mrs. Ken Brown accompanied her husband. While here, the Browns entertained several operators at some of the San Francisco hot spots.

John S. Mill, vice president of Rowe Manufacturing Co., Inc., came all the way from New York, to greet visitors and demonstrate the new Rowe equipment in conjunction with Harry G. Cisterman, western distributor of Rowe machines. There are already a good number of the 1946 Rowe cigarette vendors in operation here and the East Bay area, and all reports indicate that they are giving splendid performance—otherwise it's the oft repeated story that supply can't keep up with the demand.

Mill contributed a very pertinent observation. He said: "It seems to me of great importance to our industry that there is a new trend among tobacco distributors and jobbers showing a bigger interest in vending machines than ever before; many have been expressing the intention of entering the vending machine field." John S. Mill, besides being vice president of Rowe Manufacturing Co., is also in charge of sales.

Blake Sales Co.'s exhibit of Eastern Electric Vending Machine created quite a sensation. Cliff Blake, in charge of the display, was constantly surrounded by eager operators, explaining and demonstrating (not to omit mention of taking orders) the new sensational machine. Cliff said: "What can I add to it? You see what's going on. We are stealing the show here just as we did in Chicago."

E. C. McNeil, western sales representative of National Vendors, Inc., had a booth showing only pictures of the new all elec-

trical vending machines which are expected to be off the assembly line in the not too distant future. According to McNeil there is very keen interest by operators in electric vendors. It is generally believed that many more women will patronize coin machine equipment when operations will be simplified to just inserting a coin and pressing a button. National Vendors, Inc., is coming out with all electrical vendors in both upright and console models. An interesting feature of these vendors will be that they will make correct change of any combination up to a quarter. National Vendors, Inc., will also introduce an electric candy vendor for 5c bars. McNeil has booked already many orders.

Another exhibit eliciting many favorable comments was that of the Arthur H. DuGrenier hand made model displayed by R. A. Parina and Co., DuGrenier distributor for the West. Tony Parina and his assistant, A. J. Stauss, were in charge of the exhibit.

Harry Snyderman, manufacturers' representative, also had a display space, introducing to the trade "Kwik Nikles," a fast coin changer, a much needed improvement over previous methods.

No record was kept of visitors at the convention so we can't bring you a full list of those present. We must restrict ourselves to those we have met personally, as follows: Charles R. MacFarland, Western Representative of Coin Machine Acceptance Corp., Chicago; E. G. Chandler, Rowe Service Co., Los Angeles; Alvar Hanson, General Vendors, Inc., Los Angeles; Edward F. Stanton, E. F. Stanton and Co., sales agents; Al Weymouth, owner of Hollywood's Cash and Carry; M. Sessler from Vallejo and Mr. and Mrs. Davis Henry Gunst.

We wish we could end this article on a happy note but we must report the un-

timely and totally unexpected death of Harry G. Cisterman, Rowe distributor, associate in Oakland Cigarette Service, Inc., and recently elected regional chairman of NAMA public relationship department. Thursday afternoon Harry G. Cisterman seemed hale and hearty, attending the Rowe display booth at the NATD convention. He suddenly felt somewhat under the weather, and decided to take a little rest. He went home, across the Bay, never recuperated, and died Monday. He was buried at St. Mary's Cemetery Wednesday. Pall-bearers were employees of Oakland Cigarette Service.

According to Jim Roberts, president of Oakland Cigarette Service, Inc., his associate, Harry G. Cisterman was only 43 years old. He is survived by his widow and four children.

Harry Cisterman was very much liked and respected by all those he contacted. All prominent members of the industry attended the wake and funeral. Preston Jarrell of Coinmatic Distributors, put it so succinctly—we cannot improve on it. Jarrell said: "The whole San Francisco-East Bay area is shocked and grieved by the sudden demise of Harry Cisterman."

Two New U-Select-It Models In Production

MADISON—Two new U-Select-It link conveyor system candy vending machines, model 148 and model 250, have gone into production, according to the Coan Mfg. Co., Madison, which also reveals that the U-Select-It model 74 is now being produced at the rate of 2,000 a month.

The original U-Select-It model was produced almost 15 years ago and is still in operation. More than 40,000 model 72's were built before the war.

The newly designed models 142 and 250 include all the latest improvements in the conveyor type field as well as the best features of previous models. The 250 holds 250 candy bars and is the largest candy vending machine on the market.

The Coan company reports that it can service only old established firms at present because of the difficulty new operators will have in getting sufficient merchandise to properly service the machines.

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**Years as National's
Western Representative.....**

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**Years in the Same
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OFFICES IN OAKLAND - SEATTLE - SALT LAKE CITY - DENVER
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The New

NATIONAL ALL-ELECTRIC CIGARETTE VENDOR

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Multiple Cigarette For Quick Smokes

FAIRFIELD, Conn.—Henry R. Bauer of this city is doing something for smokers who do not have time to finish their cigarette and have to throw away a large part of it unsmoked.

Under the title "Multiple Cigarette or the Like," he has obtained a patent grant covering 12 generic claims for making multiple cigarettes which the smoker can smoke all of, half of, or one-third of, as the case may be, and still retain the unused portion in its original condition, with no straggling ends of tobacco at the breaking point.

Nine types of multiple cigarettes are illustrated in the patent papers: 1. With combustible paper disc in center; 2. With non-combustible cardboard disc in the center which can contain an advertising message; 3. With cardboard or metal disc in the center with serrated edge, enabling the smoker to break the cigarette in the center by rolling with the fingers. This disc also can obtain advertising; 4. Hood or boot-like element in center at breaking point, this element serving as a tip for the cigarette; 5. With filter-tip having an air passage for cooling the smoke; 6. With outside paper suitably ruled to facilitate separation; 7. With a pull-string in center to break the paper; 8. A multiple or long-strip cigarette with any desired number of bootlike or hoodlike separations; 9. A multiple or long-strip cigarette with any desired number of separating discs.

Seven minutes normally are required to smoke the standard size cigarette, but many working people in factories, offices, rapid transit systems, etc., do not have time during rest periods to smoke an entire cigarette. Bauer feels that the multiple cigarette can be conveniently shared with another smoker.

Multiple cigarettes would not necessarily reduce the amount of tobacco consumed per cigarette but would enable people to smoke oftener than with the conventional cigarette.

Bally Has New Ray Gun

CHICAGO—Bally Mfg. Co. has a new type ray-gun known as the Atom Gun in the final stages of engineering, but production schedules will depend on the availability of certain special materials, according to an announcement by George Jenkins, Bally vice-president and general sales manager.

The game is said to be modeled on Bally's pre-war Rapid-Fire, but a new feature has been added to increase its earnings as a skill device.

◆◆◆

Cliff Blake and Irvin Part smile proudly over the number of orders written at the NATD show in San Francisco for the new Eastern Electric Vendor. "Certainly a mighty tribute to this revolutionary vendor," said Blake.

◆◆◆



Electric Vendor Is NATD Show Hit

LOS ANGELES—"After waiting for six years for new cigarette vendors and reading and listening to volumes of copy about the sensational new machines to come as a result of scientific research and development during the war years, it was only natural for vending operators to acclaim the new Eastern Electric cigarette vendor, the machine that fulfilled all of the promises made."

Thus spoke C. A. Blake, of Blake Sales Co., Pacific Coast Distributor of the vendor, in speaking of the reception accorded the machine at the recent NATD show in San Francisco.

"As the first all-electric console vendor on the market, the Eastern Electric has won wide acclaim and we are very pleased over the tremendous volume of orders coming in from all over the Pacific Coast area," concluded Blake.

Irvin Part, of Cash Wholesale Tobacco Co. and partner of Blake in Blake Sales, said "I have watched the cigarette vending industry from its infancy. I am convinced that cigarette machines are important factors in retail cigarette trade and with the Eastern Electric will become even more important factors in the months and years ahead. Speaking from the standpoint of a tobacco jobber I am mighty happy to be in this business."

Machines are being shipped from the East via steamship under a new arrangement which brings freight into the L. A. harbor in 12 days from New York at about one-half the cross-country rail freight rate.

* * *

A mother and her daughter boarded a bus and the youngster ran to the farebox, grabbing the lever.

"Let me put the ticket in, mother."

"No, dear, I'll take care of it," the mother replied firmly.

"No," said the little girl, "You can put it in and I'll flush it."

FOR SALE—HIGH CLASS USED EQUIPMENT

2 Jap Guns
10 Five-Ball Games
10 Buckley Boxes

10 Packard Boxes
10 320 Wurlitzer Boxes
10 Rock-Ola Counter Boxes

New Jack Nelson Flat Side Double-Point Needles
10,000 Plays Per Needle

75 cents Per Needle Special Price on Quantity Lots

We also service music machines for operators temporarily out of town.

W. H. LEUENHAGEN & CO.

New Phone: DRexel 1345

LOS ANGELES 6, CALIFORNIA

1813 W. PICO BLVD.

Cigar Vendors Back

PHILADELPHIA—Phillies cigars manufactured by Bayuk Cigar Co., Philadelphia, are being made available to coin machine operators, the company has announced, now that armed service requirements have been drastically reduced.

This announcement, together with the recent statement by Robert Z. Greene, president of Rowe Mfg. Co., that his firm is planning to build a cigar vendor, has caused a widespread interest in cigar vending. The business had just gotten under way when the outbreak of war stopped cigar vending machine manufacturing and diverted large quantities of cigars to the military.

Ex-servicemen who were able to buy popular priced and expensive cigars for a few cents have become confirmed cigar smokers and are said to be good potential customers for cigar vendors.

Most popular of the cigar vendors now in operation is the wall type, similar in appearance to gum machines. Principal drawback to this type is that cigars without wrappers do not keep fresh.

In New York City cigar vendors are said to be doing much more business than expected. Furthermore, top-volume locations seem more easily found than spots for cigarette vendors.

Greene Sounds Warning

PHILADELPHIA—"Current national interests in automatic merchandising may again bring forth some of those same old-time promoters who preyed on the public prior to the last boom," Robert Z. Greene, president of National Automatic Merchandising Association, warned a recent NAMA regional council meeting of more than 100 members at a luncheon in the Bellevue-Stratford Hotel.

"With your help, we can stop these business parasites," Greene told the group, while warning that unscrupulous promoters may besmirch the legitimate business of selling merchandise and service through machines.

In reviewing the progress of the automatic merchandising industry, Greene recounted various difficulties encountered, and also stressed that the function of vending machines is to sell in places where it is not practical to sell candy, gum, ice cream, beverages and cigarettes over the counter.

Vending machines do not and cannot compete with trade in places where the volume of sales requires the support of a salesgirl or salesman, the speaker declared.

Tobacco Profits

NEW YORK—Manufacturers of cigars, cigarettes, tobacco and snuff rang up 4.1 per cent profit, after tax deductions, on their 1945 sales. Sales volume reached a grand total of more than \$1.6 billion, making for a cool 66 million in profits.

* * *

Give To The Salvation Army

A Woman Has the Last Word-- ABOUT THE CMI PUBLIC RELATIONS PLAN

By THE REVIEW Office Girl

In the months past you have read the messages of the Industry's leaders urging you to join the CMI. You have read the remarks of Mr. Mangan, Mr. Eaton, Mr. Kelner and the staff writers of THE REVIEW. I have read them too—more carefully than you have because one of my jobs is to read proof when we are going to press. The other day I asked the Boss if I could put in my two cents' worth and he said I could. I had two reasons for my request.

The first reason is purely selfish—I'm darned tired of having people raise their eyebrows when they discover that the trade magazine I work for is in the coin machine field. To the general public, coin machines still mean the "One-Armed Bandit" or juke boxes in a honky-tonk. I wouldn't dare to sign my name to this article because if I should decide to run for the office of Dog-catcher, for example, even the support of the most immaculate organizations would not be sufficient to dissolve the suspicion caused by my connection with the Industry.

I think it's about time such a situation is changed. As I see it, there's only one way to bring about a change and that is through a strong representative organization with the power and funds to embark on a long-range public relations program designed to enlighten the public and make said public conscious of the many vital services rendered by our Industry.

"Pressure group," "lobby," "public relations expert" are all recognized terms these days. Do we have to be different and lead with our chins? Being feminine, I like to be in style. We *must* have our public relations program. After all, our Industry is a great one and still in its adolescence. Can't we speed up the process of development by getting behind the CMI program and pushing it to the limit?

My second reason for wanting to break into print is purely altruistic—a two-bit word that simply means thinking in something other than the first person. Every occupation or profession that amounts to a hoot has professional or occupational obligations. Those obligations

require membership in organizations—membership which helps the individual through service to the group. For example, one member of my family is in the teaching profession. His yearly professional budget runs something like this:

Professional organizations (national, state, local)	\$20.00
Professional organizations in his field of specialization	9.50
Professional magazines (general and specialized)	10.00
Support of student activities.....	15.00
	\$54.50

* This is for a school year of ten months and does not include the things he buys as aids to his work nor the money he spends for books and for tuition in refresher courses at the University.

Our doctor and lawyer friends have even higher professional budgets. A friend who works in an industrial plant tells me his union dues average \$5.00 per month plus special assessments. And what are you paying? Your budget should be:

Membership in CMI.....	\$25.00
Membership in local organization.....	10.00
Two trade magazines.....	8.00
	\$43.00

Brother, you're getting off easy! You can afford to join the local Chamber of Commerce or a business men's service club to boot.

On my desk, waiting to be copied for the printer, is a list of the distributors and operators who have already indicated their faith in our Industry and their desire to support the CMI program by becoming Associate Members. Congratulations, gentlemen, on your good judgment and prompt action. And you over there, is *your* name on this list?

ASSOCIATE MEMBERS OF COIN MACHINE INDUSTRIES, Inc.

(List compiled May 17, 1946)

ALABAMA

Birmingham
Birmingham Vending Co.
Ten Ball Novelty & Mfg. Co.
Fairhope
E. J. Roberts Amusement Co.
Leeds
Ralph E. Powers
Montgomery
Cohen Amusement Co.
Franco Novelty Co.

ARIZONA

Ajo
J. Bowen Kindred
Phoenix
Andress Cigarette Service
Arizona Sales Co.
Garrison Sales Co.
Phoenix Distributing Co.

ARKANSAS

El Dorado
Wood Distributing Co.
Little Rock
Ark-Tenn Distributing Corp.
Deluxe Novelty Co.

CALIFORNIA

Bakersfield
Fred Allen

Balboa
Newport Harbor Yacht Club
J. B. Bowen & James Addy
Bellflower
M & L Amusement Co.
Clearlake Highlands
Lake Electric Co.
Dunsmuir
Jesse James
Fresno
Elbee Company
Tower Music Co.
Glendale
McKee Sales Co.
Ray Tisdale Amusement Co.
United Vendors
Hollywood
Alpha Distributing Co.
Weymouth Service Co.
Lawndale
L. O. Haskins
Long Beach
Gillespie Games Co.
Los Angeles
Associated Operators of L. A. County, Inc.
Badger Sales Co.
Irving Bromberg Co.
Coinmatic Distributors
Ben Corenblum
General Music Co.

Gold Coast Coin Machine Exchange
Paul A. Laymon Co.
Music Operators' Ass'n. of So. Calif.
Navarro Distributing Co.
Nickabob Sales Co.
Pacific Coast Distributors
Pla-Mor Distributing Co.
Playland Arcade
Quality Pictures Co.
C. A. Robinson & Co.
Sicking Distributing Co.
Solotone Corporation
M. S. Wolf Distributing Co.

Maywood
Anton Jeppesen

Oakland
Automatic Machines Co.
E. & F. Novelty
Empire Specialty Co.
Mills Sales Co., Ltd.

Oxnard
Oxnard Novelty Co.
Red Bluff
Walter K. Simpson
Redding
Spence Graves
Redondo Beach
South Bay Novelty Co.
Sacramento
A. B. C. Novelty Co.

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(Over)

Honor Roll of CMI Associate Members

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Miller Distributing Co.
San Bernardino
Gayer Company
San Diego
A. J. Fox Co.
San Francisco
Advance Automatic Sales Co.
Gem Novelty Co.
Golden Gate Novelty Co.
H. & S. Sales Co.
M-B-W Associates
Murdock & Merrill
R. A. Parina & Co.
M. A. Pollard Co.
Viking Specialty Co.
San Jose
Acme Novelty Co.
San Mateo
G. Barron Music Co.
Selma
George K. Young
Valley Springs
J. W. Ormes

CANADA

Halifax, Nova Scotia
Coney Island Amusement Co., Ltd.
Toronto, Ont.
Donald Fielding Co.
Winnipeg, Manitoba
Winnipeg Coin Machine Co.

COLORADO

Denver
Burkett Amusement Co.
Capitol Music & Sales Co.
James E. Gaddis
Modern Distributing Co.
Star Vending Co.
Wolf Sales Co.
Ft. Lyon
J. W. Mannion
Grand Junction
Burns Music Co.
Pueblo
Out West Music & Amusement Co.

CONNECTICUT

Bridgeport
Connecticut Pla-Mor Co.
Hartford
Novelty Amusement Co., Inc.
Madison
Fred A. Fuest
New Britain
Connecticut Automatic Sales Co.
New Haven
John J. Fitzgerald, Jr.

FLORIDA

Jacksonville
Alcorn & Gage
Modern Southern Distributors
Miami
Christopher-Luker Co.
Florida Automatic Sales Corp.
Sun Sales Corp.
Miami Beach
American Vending Co.
Orlando
Southern Music Co.

GEORGIA

Albany
Albany Amusement Co.
Atlanta
Friedman Amusement Co.
H & L Distributors, Inc.
Bainbridge
Cooper Music Co.
Colquitt
Maurice A. Rooks
Macon
Heath Distributing Co.
Nashville
B. Morris Co.
Savannah
Mullinix Amusement Co.
Soperton
Sparks Specialty Co.
Tifton
Tifton Music Co.

HAWAII

Wahawa, Oahu, T. I.
Automatic Vending Machine Co.

IDAHO

Wallace
North Idaho Sales

ILLINOIS

Carmi
W. G. Fortner
Chicago
Robin Adair
Amalgamated Distributing Co.
American Amusement Co.
Ammco Distributors
Automatic Coin Machines & Supply Co.
Coin Machine Acceptance Corp.
Empire Coin Machine Exchange
Chas. W. Hoffman
Kruske & Connor
Lewis Coin Machine Service
Harry Marcus Co.
Marvel Mfg. Co.
Monarch Coin Machine Co.
Jack Nelson Co.
P & S Machine Co.
Pastime Music Co.
Mack H. Postel
Superior Products
Havana
Becker & Long
Kankakee
Gousset Sales Co.
Moline
Central Sales & Service of Moline
Oak Park
R. H. Adair Co.
Pearl City
City Vendors
Quincy
H. & H. Novelty Co.
(Thomas D. Hickey)
H. & H. Novelty Co.
(Robert E. Hoffman)
Rockford
Cas-Ola Coin Machine Co.
Bill Morris Music Co.
Rock Island
Frankel Distributing Co.
Skokie
General Music Corp.
Taylorville
James Farney

INDIANA

Batesville
John L. Biehl—Club Distributing Co.
Evanston
Automatic Amusement Co.
S. Silver Novelty Co.
Fort Wayne
Binco Music Co.
Arnold A. Lee
Indianapolis
C. E. Armstrong
Banister & Banister Distributing Co.
L. O. Martin
F. D. Munson
Sicking Co.
Muncie
Gay Games, Inc.
Salem
Barnard Amusement Co.
Shoals
Sherick Music Service
Terre Haute
Wabash Valley Distributing Co.
Washington
Senef, Dunham & Senef Co.

IOWA

Des Moines
Gilbert Distributing Co.
Nelson Music Co.
Sandler Distributing Co.
Keokuk
Coin Operated Service
Waterloo
Automatic Supply Co.

KANSAS

Abilene
Novelty Music Co.
Chanute
General Novelty Co.
Independence
Buton Novelty Co.
Kansas City
Broadway Amusement Co.
Wichita
Leonard G. Friebus
Matheny Vending Co., Inc.
Mueller Specialty Co.

KENTUCKY

Barbourville
Hammons Novelty Co.
Hopkinsville
Music and Novelty Shop
Irvine
Frank Miller
Lexington
Sterling Novelty Co.
Louisville
B & B Novelty Co.
H. M. Branson Distributing Co.
Louisville Coin Machine Co.
Ohio Specialty Co.
Southern Automatic Music Co.
Paducah
Thomas Novelty Co.

LOUISIANA

New Iberia
Tech Novelty Co.
New Orleans
A. M. Amusement Co.
Dixie Coin Machine Co., Inc.
Louisiana Coin Machine Service
New Orleans Novelty Co.
Shreveport
Janssen's Music Service
Thibodaux
Charley Glorioso

MAINE

Augusta
Stillman Music Co.
Cape Elizabeth
The O. J. Porter Co.

MARYLAND

Baltimore
Andrews Vending Machine Co.
Economy Supply Co.
General Vending Sales Corp.
Hub Enterprises
Roy McGinnis Co.

MASSACHUSETTS

Boston
Associated Amusements, Inc.
Franklin Discount Co.
Franklin's Advertising Service
J. J. Golumbo & Co.
Greene Distributing Co.
Hamel Distributing Co.
King Distributing Co.
Redd Distributing Co.
Trimount Coin Machine Co.
Fall River
Laviole & Hillman, Inc.
Shrewsbury
Novelty Sales Co.
Springfield
Automatic Coin Machine Corp.
Becker Novelty Co.
Melody Phonograph Co.
Whitman
Donovan Vending Service

MEXICO

Mexico City, D. F.
Articulos Electricos

MICHIGAN

Ahmeek
Frank Sager & Co.
Battle Creek
B. C. Vending Co.
Detroit
Angott Sales Co., Inc.
Edelman Amusement Devices
Gaycoin Distributors
Lemke Coin Machine Co.
Marston Distributing Co.
Robinson Sales Co.
A. P. Sauve
Essexville
Anthony H. Giffel
Grand Rapids
Great Lakes Sales Co.
Miller Vending Co.
Kalamazoo
King-Pin Equipment Co.
Lansing
Automatic Service

Niles

Reliable Amusement Co.
Pontiac
Wolverine Entertainers, Inc.
Sparta
Peach Ridge Distributing Co.
Wyandotte
Frank Goodyear

MINNESOTA

Brainerd
R. L. Kuehmicel
Duluth
Twin Ports Sales Co.
Faribault
Gopher Sales Co.
Grand Rapids
Frank Mager Novelty Co.
Minneapolis
Acme Music Co.
Bush Distributing Co.
HY-G Amusement Co.
Minnesota Machines Co.
Silent Sales Co.

MISSISSIPPI

Biloxi
United Novelty Co., Inc.
Columbus
Fairway Amusement Co.
Hattiesburg
Hattiesburg Music Co.

MISSOURI

Inverness
W. Frank Davis
Natchez
Bill Eild
Carthage
McGuire Novelty Co.
Cuba
Missouri Music Co.
Kansas City
Consolidated Distributing Co.
John W. Hathorn
United Amusement Co.
Universal Mfg. Co.
Moberly
J. S. Esry Novelty
Poplar Bluff
Frank Harris Sales Co.
St. Louis
Baum Distributing Co.
Container Mfg. Co.
Dewey S. Godfrey
Ideal Novelty Co.
McCall Novelty Co., Inc.
Morris Novelty Co.
Olive Novelty Co.
V-P Distributing Co.
W. B. Novelty Co., Inc.

MONTANA

Billings
Montana Sales Co.
Havre
Pete L. Weyh Co.
Malta
W. J. Nankeman Co.

NEBRASKA

Grand Island
Kellogg Sales Co.
Macks Music Service
Omaha
Barkalow Bros. Co.
Frankel Distributing Co.
Howard Sales Co.
H. Z. Vending & Sales Co.
Public Scale Co.
Scottsbluff
R. C. King

NEVADA

Reno
Bank Club of Reno
A. Benetti Novelty Co.
W. A. Huffman
Norman L. Mitchell
Ben T. Smith Co.
Williamson Sales Co.

NEW JERSEY

Asbury Park
Casino Amusement Co.
Atlantic City
F. McKim Smith

Join These Industry Leaders TODAY!

Honor Roll of CMI Associate Members

Cliffside Park	Pla-Mor Distributing Co.	Banner Specialty Co.	Waco
Palisade Specialties Co.	Stillmaker Amusement Games	Fred Yowinkel Vending Co.	Guy Kincannon Music Co.
Elizabeth	T & L Music Co.	Pottstown	UTAH
East Coast Distributing Co.	Wesco Novelty Co.	H. Sandler Novelty Co.	Midvale
Newark	Cleveland Coin Machine Exchange	Reading	Eugene S. Phelps
Asco Vending Machine Exchange	International Coin Machine Dist	Leader Sales Co.	Morgan
Hercules Sales & Distributing Co.	The Markepp Co.	Joseph Shugars	J. A. Stewart
Market Amusement Co., Inc.	Columbus	Ridgway	Provo
R. & Y. Novelties	Central Ohio Coin Machine Exchange	McKean's Amusement Corp.	Bud Felker
South Amboy	Myco Automatic Sales Co.	Wilkes-Barre	Salt Lake City
Pete's Amusement & Vending Machine Co.	Shaffer Music Co.	Roth Novelty Co.	Jones Distributing Co.
Trenton	Dayton	Williamsport	Rainbow Distributing Co.
Charles Johnson Novelties	A. S. L. Sales Co.	A. C. Ager & Co.	Stewart Novelty Co.
NEW MEXICO	Litsey's Equipment Co.	RHODE ISLAND	R. F. Vogt Distributors
Las Cruces	Yendes Service Co.	Newport	VERMONT
Rio Grande Music & Sales Co.	Delaware	O'Brien Music Co.	Bellows Falls
Roswell	William E. Allen	Providence	O. R. Kilburn
Ginsberg Music Co.	Marietta	Conte Distributing Co.	Montpelier
Santa Fe	R. & S. Sales Co.	Pack Shops Co.	Capitol Amusement Co.
Clarence Ansley	Massillon	Triangle Vending Machine Co.	St. Albans
NEW YORK	Elum Sales Co.	Vendors Craft	I. Greenfield & Sons
Albany	Middletown	SOUTH CAROLINA	VIRGINIA
The Arthur Hermann Co.	Dakot Company	Charleston	Phoebe
Jules Olshein & Co.	Racine	Richard Johnson Amusement Co.	Frank's Place
Brooklyn	Ohio Valley Music & Appliance Co.	Rock Hill	Richmond
Brooklyn Amusement Machine Co.	Versailles	Blackwell Music Co.	O'Connor Vending Machine Co.
J. Schoenbach	Rinderle & Graves	Seneca	Roanoke
Buffalo	OKLAHOMA	Alexander Novelty Co.	Roanoke Vending Machine Exchange, Inc.
Alfred Sales, Inc.	Oklahoma City	SOUTH DAKOTA	Winchester
Buffalo Amusement Operators' Assn.	Rice Music Co.	Deadwood	Duff's Record Shop
Cold Springs Distributing Co.	Tulsa	Black Hills Novelty Co.	WASHINGTON
J. H. Winfield & Co.	C. A. Culp	Rapid City	Aberdeen
Lew Wolf Enterprises	Cliff Wilson Distributing Co.	Rushmore Amusement Co.	Elks Club
Cohoes	OREGON	CHARLESTON	Everett
Buy a Pak, Inc.	Klamath Falls	Dixie Amusement Co.	F. E. Erickson
Forest Hills, L. I.	Southern Oregon Amusement Co.	Sadikoff Sales Co.	Newport
H. H. Weaver Co., Inc.	Portland	Shearer Amusement Co.	Henley & Company
Fort Plain	City Amusement Service	Columbia	Prosser
Raymond Schwartz	G. F. Johnson Music Co.	Southland Novelty Co.	L. C. Foisy
New York	Maloy Amusement Co.	Johnson City	Pullman
Acme Sales Co.	Jack R. Moore Co.	Coin Automatic Music Co.	C. S. Bassett
Atlantic Distributing Co.	Western Distributors	Lafayette	Acme Amusement Co.
Modern Music Sales Corp.	Silverton	Henry C. Johnson—Automatic Amusement and Vending Co.	Heroux Enterprises
Mike Munves Corp.	Victor P. David	Memphis	Pla-Mor Sales Co.
Pancoast Amusement Co.	PENNSYLVANIA	Barsotti Music & Novelty Co.	Puget Sound Novelty Co.
Simon Sales, Inc. (Albert)	Allentown	Nashville	A. J. Sandtner
Simon Sales, Inc. (Dave)	Paula Vending Machine Co.	Ace Music	Western Distributors
Times Amusement Corp.	Chester	Capitol Vending Machine Co.	Snohomish
Tri-State Vending Co.	East Coast Music Co.	Heritage Music Co.	C. W. Grotjan
West Side Distributing Co.	Frank and Lenny	H. G. Payne Co.	Tacoma
Poughkeepsie	Easton	Rockwood	Arthur Butler
Square Amusement Co.	Skill Amusement Co.	Jake Vann	Stanley Amusement Co.
Rochester	Erie	TEXAS	WEST VIRGINIA
Eastern Sales Co.	Penn Novelty Co.	Amarillo	Charleston
Kertman Sales Corp.	Harrisburg	Rutherford Enterprises	Chemical City Music Co.
Schenectady	Sam Spurrier	Brenham	Elkins
Mohawk Skill Games Co.	Tri-State Music Co.	R. H. Thieleman	Bob Hedrick
Syracuse	Havertown	Dallas	Fairmont
Atlas Equipment Co.	Elsie W. Zercher	Acme Amusement Co.	Mid-State Distributors
Mohawk Amusement Co.	Johnstown	American Distributing Co., Inc.	Huntington
Rex Coin Machine Distributing Corp.	Paulakos Bros.	Fisher Brown	Mills & Company
Utica	Lansdowne	Arthur Flake Distributing Co.	Martinsburg
Hanna Distributing Co.	Roy Torr	General Distributing Co.	Hutzler Vending Machine Co.
Watertown	Moosic	Hunter Sales Co.	Parkersburg
Upstate Amusement Co.	Benj. Sterling, Jr.	F. M. McFalls	N. M. Welch Co.
Watervliet	Northampton	National Sales & Distributing Co.	WISCONSIN
Fred Garrett	George Novelty Co.	Southwest Amusement Co.	Brodhead
NORTH CAROLINA	Philadelphia	Walbox Sales Co.	Pierce Distributing Co.
Charlotte	Active Amusement Machines Co.	El Paso	Green Bay
T. B. Holliday Co., Inc.	Amusement Mach. Ass'n of Phila.	Ralph Petone	Forst Music & Novelty Co.
Durham	Arco Sales Co.	B. Reichel	Kenosha
Southern Music Co.	Atlas Distributing Co., Inc.	Ft. Bliss	Wm. Iselts
Fayetteville	Automatic Equipment Co.	Bliss Music Co.	Milwaukee
The Vending Machine Co.	Automatic Sales Co.	Fort Worth	Hastings Distributing Co.
Vemco Music Co.	Banner Specialty Co.	Clarence A. Cleere	Klein Distributing Co.
Hickory	Joyland	Galveston	Mitchell Novelty Co.
Raleigh	K. C. Novelty Co.	Galveston Novelty Co.	Milwaukee Automatic Hostess
Pioneer Distributing Co.	Keystone Panoram Co.	Island Distributing Co.	Milwaukee Coin Machine Co.
Rocky Mount	Lehigh Specialty Co.	Houston	Packard Distributing Co.
Thorpe Music Co.	Lyric Amusement Co.	Amusement Enterprises	United Coin Machine Co.
Salisbury	Morale-Builders Co.	Automatic Amusement Co.	Phillips
Melody Music Co.	Moss Vending Co.	Coin Machine Sales Co.	Howard Seeburger
NORTH DAKOTA	Phila. Coin Machine Exchange	Houston Amusement Co.	WYOMING
Minot	Phonograph Operators' Ass'n. of Pa. and New Jersey	South Coast Amusement Co.	Rawlins
Jess Willard Amusement Co.	Quaker City Amusement Co.	Southern Distributing Co.	Household Appliance Shop
OHIO	Rake Coin Machine Exchange	Longview	DISTRICT OF COLUMBIA
Akron	H. A. Reese Music Co.	Reliable Sales Co.	Horace Biederman
Bell Novelty Co.	David Rosen	Midland	Hirsh Coin Machine Co.
Ed. George Music Co.	Robert Stein	Texas Music Co.	Harry H. Hoke, Jr.
Cheviot	Sterling Amusement Co.	Palestine	Marlin Equipment Co.
Westerhaus Co.	George L. Worman	Ray Barnes	Phillips Novelty Co.
Cincinnati	Pittsburgh	San Antonio	Pioneer Novelty Co.
Esquire Distributing, Inc.	American Coin-A-Matic Co.	C. M. McDaniel	Silent Sales System
Ohio Specialty Co.	American Distributors	United Amusement Co.	Washington Coin Machine Ass'n.
	B. D. Lazar Co.	Mechanic's Service	
		R. Warncke Co.	

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Put Your Dollars to Work for the Good of All!

Record Producers Pre-Selling Tunes For Music Operators

CHICAGO—Remember 1932? That was the year they were writing epitaphs on the phonograph record business because of radio. In 1932 the disc manufacturers sold ten million records and netted \$2,500,000.

This year Decca alone will press as many records as the entire industry produced in 1932. The Big Four (Decca, Victor, Columbia and Capitol) will spend \$2,500,000 for promotion and advertising and will probably sell two hundred million platters. But that's only the beginning. With materials flowing freely and bottlenecks ironed out, it is expected that the steady upward spiral will reach three hundred million in 1947 and millions more in succeeding years.

Music operators will cash in on the demand created by national advertising of the discographies. Here is a summary of the major budgets: Capitol, a lusty yearling in 1942

when the company was formed by Singer Johnny Mercer, Film Producer Buddy DeSylva and Glenn E. Wallich, a record shop proprietor, is planning to double the \$300,000 spent last year. Ad allotments for Victor, Columbia and Decca call for 1946 expenditures of more than \$700,000 each.

Several hundred independent firms, vying for a generous portion of the ever-rising market, will likewise spend thousands to sell the public and the operators on the qualities of their product.

Advertising outlets are the national general-interest magazines, trade publications, Sunday supplement sections, radio programs, direct mail, and counter and window displays through dealers.

The newcomers aren't wasting any time plunging into the advertising stream. Vogue, manufacturing a plastic record, each having a four-color picture on the surface, is working toward a 100,000 daily production and is gearing their national promotion campaign accordingly. The four-year old record division of Sonora Radio & Television will launch a country-wide program in the fall.

In New Building

LOS ANGELES—Ace Distributing Co., distributing firm for Coast and Peerless labels, has moved into the new Charles E. Washburn building at 2534 W. Pico Blvd. The games division of the Washburn firm will remain at the old address and Pla-Mor Distributing Co., Packard representatives, will share the new building with the record firm.

Bettleman Proud Daddy

LOS ANGELES—The huge black stogies on Coin Row recently were provided by Al Bettleman of the C. A. Robinson Co. who treated the boys in celebration of the arrival of a new son, Ira Rodney.

Potter to Rebuild

FAIRMONT, Minn.—C. H. Potter has announced his intention to rebuild after the town's biggest fire since 1914 destroyed the Potter Philco and Fairmont Novelty Co. building at a loss of \$150,000.

Potter said only \$11,000 in insurance was carried and nothing was salvaged. Loss included around 500 pieces of equipment and a stock of parts and supplies. Potter operation has secured temporary quarters until the new building can be erected.

Wurlitzer Ads Blanket Country

NORTH TONAWANDA—Sixty million dollars can't be wrong. That was Wurlitzer's sales volume during 1940, and they hope to exceed that figure in the months ahead. Hence their first national advertising campaign, built around full-color pages in *Collier's*, *Liberty*, *Look* and *The Saturday Evening Post*, plus 11,000 coast-wide billboards, and extensive space in business journals.

Spearheading the drive to make operators, locations, and customers Wurlitzer-conscious is their new slogan: "America's favorite nickel's worth of fun."

San Jose Wired Music

SAN JOSE—Ernest Gillott who formerly owned the Phono-tel and Modern Music Co. in Fresno is now operating the Wired Telephone Music Studio here.

Did You KNOW

that...

The obelisk in New York's Central Park was the gift of Ismail Pasha, and the cost of transportation—about \$150,000—was defrayed by William K. Vanderbilt.

At the time of his death in 1935 it was estimated that Billy Sunday had preached to more than 80,000,000 people during his platform life.

Army dogs are marked with a serial number which is tattooed inside one ear.

The rattlesnake pilot is a large harmless snake of gleaming black color. The name is also applied in some parts of the country to the harmless black snake and to the poisonous rattlesnake.

Approximately the number of English words coined each year is 3,000. During a period of war or great discovery and invention, the number increases.

War trophies cannot be taken from prisoners of war, or from the wounded or dead. This is prohibited by international law. Small objects found on the battlefield may be kept, or items from war prisoners may be bought.

The color of fishes fades to a certain extent when they are exposed to strong light. If possible they should live in surroundings as near like their natural habitat as possible. Clear water, a well-planted tank and dusky bottom are advised.

The largest number of foreign people are in New York, according to the 1940 census.

A little less than 100 miles per hour is the fastest throw by a baseball player recorded.

Two of the oddest names ever given to children were given to babies born on the Mayflower. They were Oceanus (ocean) and Peregrine (wanderer).

The largest salt mine in the Western Hemisphere is located in Retsof, N. Y.

The eyes of the Japanese do not really slant. It is an illusion caused by the thick, fleshy fold at the inner end of the upper eyelid.

Doctor's prescriptions are written in Latin, because for many centuries Latin was the language of learning. Due to that fact, it is still the one language which is universally studied by those who are in legal, medical and many other professions.

In World War II twenty-eight countries took part.

It takes a thousand years to form a bed of coal one foot thick.

Occasionally a hen lays an egg with three yolks.

A flier who has to jump from a high altitude carries "bail-out" bottles, containing oxygen, strapped to his legs.

* * *

Two sailors were at the circus and as they passed the menagerie section one noticed a camel with twin humps and exclaimed:

"Boy, that would look good in a sweater, wouldn't it?"

* * *

An old bachelor lived alone for years. Finally he took a bride, but after a few months she left him. The O. B. took it philosophically. "Anyhow," he consoled himself, "she was always getting in the way while I was cooking."

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Coming ANNIVERSARY NUMBER in The July Review

● A YARDSTICK FOR MEASURING LOCATION VALUES

Just how does an operator determine, or pick, prize winning locations without using the trial-and-error method? This article tells the experiences of operators in various parts of the country.

● FACTUAL STUDY ON COIN-OPERATED RADIOS

What are the possibilities in this field, how much do they cost, where are they obtainable, what are the best locations, how much can I realize on a modest investment? These and many other questions will be answered by this thorough study.

● KEEPING A POSITIVE CHECK ON SERVICE MEN

This feature will reveal some ways and means of stopping losses of records, tubes, and parts by servicemen. Tried, tested, proven methods.

● INCREASED COSTS JUSTIFY PERCENTAGE CHANGES

A discussion on commission changes practical in face of upped equipment costs.

PLUS - - - - -

Other features, featurettes, departments and news reports from paid correspondents in every section of the country.

THEY'RE ALL YOURS IN THE BIG JULY ANNIVERSARY ISSUE

Watch for it!

New Locations?

RICHMOND—Local coinmen are speculating on the possibilities of coin machine installations in two new luxury railroad streamliners recently announced by the Chesapeake & Ohio Railway Co. for operation between Washington and Cincinnati. While still in the test stage, the trains are planned to attract air and bus travelers and will be outfitted with motion picture theaters, news tickers, individual radios, lending libraries, telephones, etc.

It is understood that enterprising coinmen are pointing out to railway officials that many types of coin-operated merchandise vendors are available for the services contemplated and that their installation would make it unnecessary to employ a number of attendants for the super services.

Salesboard Licensed

OREGON CITY—Lonnie Logsdon, of the L. L. Amusement Co., was instrumental in obtaining favorable action from the city commission on the licensing of the "Question and Answer" type of salesboard.

Logsdon presented one of his boards to the commissioners and explained the operation thereof. He pointed out that this type of board has been classified as a game of skill, and therefore legal, by the State attorney general.

The commission has instructed the City Attorney to draft an ordinance regulating the use of the boards and setting the license fee. At Logsdon's suggestion, the commission moved to include a provision banning play by minors.

Toy Charms Tax Free

LOS ANGELES—Glass bowl type penny vending machines which dispense toy charms with the merchandise are bona-fide vending machines, and are not liable for

Federal taxes, according to a ruling by the Bureau of Internal Revenue forwarded to the Los Angeles Collector of Internal Revenue.

Citing a ruling in 1944, involving a Minneapolis operator, that if the only prizes occasionally dispensed along with the candy are toy charms, the machines are considered bona-fide vending machines, D. S. Bliss, Internal Revenue deputy commissioner, writes: "The Bureau holds that the individual charms are of such insignificant value they are not 'prizes' within the meaning of the statute, as amended."

Cig Tax Profitable

ST. LOUIS—The two-cent per pack City of St. Louis cigarette tax, re-enacted in October, 1943, brought in \$150,000 in March, best monthly showing so far, according to License Collector Frank A. Britton, who also reveals that cigarette tax totals for the fiscal year just ended reached a record high with \$1,458,000. Revenue from this source is expected to continue at a million and a half dollars annually.

Skill Called Gambling

NEW YORK—Mayor O'Dwyer's anti-gambling campaign has caught an unsuspecting offender in Hannah Barnes, cigar store owner of this city, whose target machine "gave extra shots for good marksmanship." Machine was considered a gambling device, Mrs. Barnes was arrested, then released on \$500 bail pending a hearing.

Zion Permits Tobacco

ZION CITY, Ill.—Zion City has voted to permit the sale of tobacco within city limits, forbidden since the community was founded early this century by John Dowie. Heretofore, visitors have been required to surrender their tobacco, although in recent years several firms have sold cigarettes.

The First Cigarette

During some fighting between the Turks and the Egyptians, a stray shot blew to pieces the pipe belonging to a gunner.

Just as we at the present day long for a smoke, the gunner yearned for a pull. He had an idea, and sighting some paper close by, he picked it up, and tearing off a piece, he made a tube of it, pushed some tobacco in, and pressed it tight.

He then put it in his mouth and lit the first cigarette.

This form of smoking became very popular in Russia, where, in 1850, the first large cigarette factory was started in St. Petersburg.

Nicholas Covendouris, a Greek merchant, is regarded as being the first person to introduce cigarettes into England in the year 1858.

However, we are told that a number of English soldiers used this form of tobacco smoking during the Crimean War.

In England the first cigarette shop was opened by a Greek, about 1860, in London's Leicester Square.

Cigs for Jap Flags

TOKYO—A Japanese woman was asked recently why so few Japanese flags were flown to commemorate the death of Japan's mythical emperor, Jimmu. "Most of our flags," she explained, "have been traded to American soldiers for cigarettes."

What the Doc Ordered

LONDON, Ont.—Chewing is the healthiest way to use tobacco, says the medical officer of London, Ont., but adds that the bachelor is the only male who can get away with this form of tobacco consumption. Cigs, the good doc stated, are better for you than cigars and pipes.

COIN
MACHINE
REVIEW

95

FOR
JUNE
1946

Things Are Happening FAST!

The Wraps Are Off a Lot of New Equipment—Long-Heralded Machines of Revolutionary Design Embodying War-Developed Inventions and Improvements Are Reaching the Market.
John Q. Citizen Is Demanding the Best for His Money.

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RED HOT NEWS

LAST MINUTE REPORTS—PREDICTIONS—FORECASTS and GOOD OLD FASHIONED RUMORS COMPRIZE THIS NEW REPORTING SERVICE OF "THE REVIEW." THIS PAGE IS WRITTEN AS THE FINAL FORMS GO TO PRESS ON THE 20th.

NEW EQUIPMENT DELIVERIES have been kicked into a cocked hat. Added to the shortages of wood, copper and other vital material have been a series of strikes which really clip production. To begin with the soft coal strike reduced production to 24 hours a week. Threatened railway strikes have resulted in delayed shipments of essential materials available for suppliers not wont to have shipments on sidings for weeks because of strikes. National Labor Relations Board in Washington reported that 900 strikes, large and small, are scheduled for the next 90 days on reports now on file with the Department of Labor. An all-time high, and far from pleasing to manufacturers.

PHONOGRAFHS: The field is completely upset. An inventory at the Aireon plant resulted in wild rumors being circulated that the plant was closed. This is not the case and manufacturing is now under way to fill the orders for 22,000 instruments now on hand. In Chicago, Mills announced that it would not attempt to buck current shortages and would forget about its new phonograph until 1947. Packard promised deliveries of their new phonograph in June and one other manufacturer, who has already announced his line, has been stopped by patent infringements, according to rumors afloat. Three other national manufacturers with eyes on this field are reported to have put their models in moth-balls until the supply picture clears.

RECORDS: The exodus of small record companies continues and the discontinuance of the cheaper labels is certain. Shellac has reached an all-time high and six bits looks to be the lowest price on discs within the next few months. It is not improbable that the buck figure will become standard by the first of the year.

GAMES: Mighty small deliveries ahead. Skee Ball games seem to have best chances. Still the supply is 'way short of the demand. Slots, Consoles, etc. are also short.

VENDING: Don't underestimate this field. A tremendous future is here and only shortages are hampering its normal development. Rowe, National, U-Need-A and DuGrenier are not even thinking of a Candy Vendor because of candy shortages. American Vending and Coan Manufacturing will deliver limited production on some excellent models to fill in. Stoner Univendor is not expected to be back in production until Fall and maybe early Spring. Shortages again. Rowe plans a Cigar Vendor but it is also on the shelf. Two other Eastern Manufacturers are waiting for supplies to build like vendors. Beverage Vendors are retarded by material shortages and beverage shortages resulting from sugar cuts. Lots brewing here. More than a dozen national manufacturers will eventually be active in building Beverage machines.

OLD EQUIPMENT: As we've warned for months — hang on to it and keep it operating. A good trade-in price will be yours when new equipment is available for distributors are building foreign markets that will result in a benefit to you. Look to mid-1947 before you can purchase what you need and drive off with it.

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We are seeking news representatives in various cities able to send us a monthly news letter. If you can write a bright, newsy letter and are located in a Coin Machine Trading Center, please communicate with the Editor. Satisfactory remuneration for your efforts. COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-P)

NEW AND PRECISION REBUILT

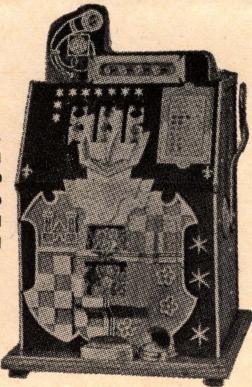
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TRADE SHOW COUNCIL 43

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FOR
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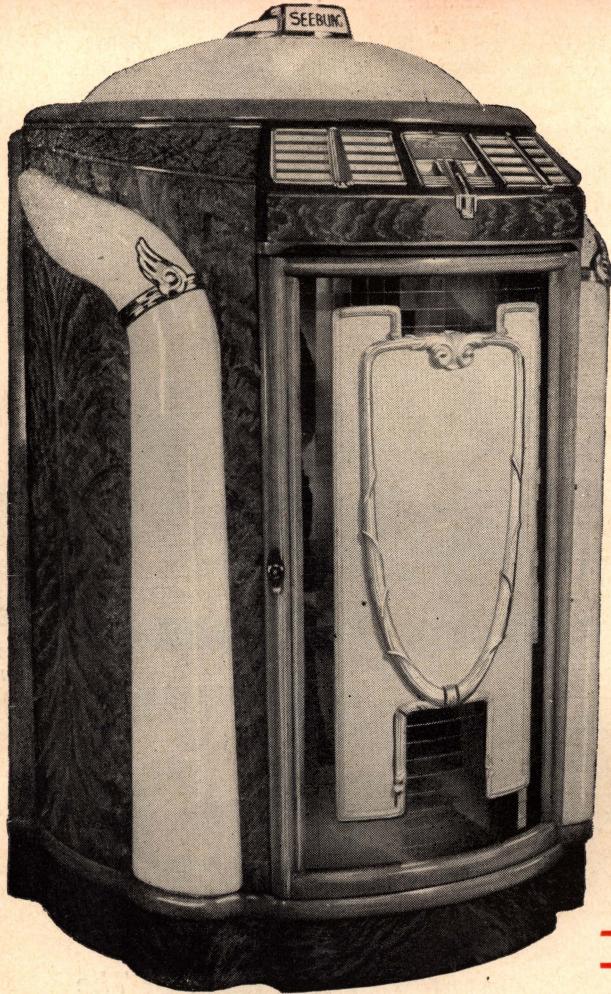
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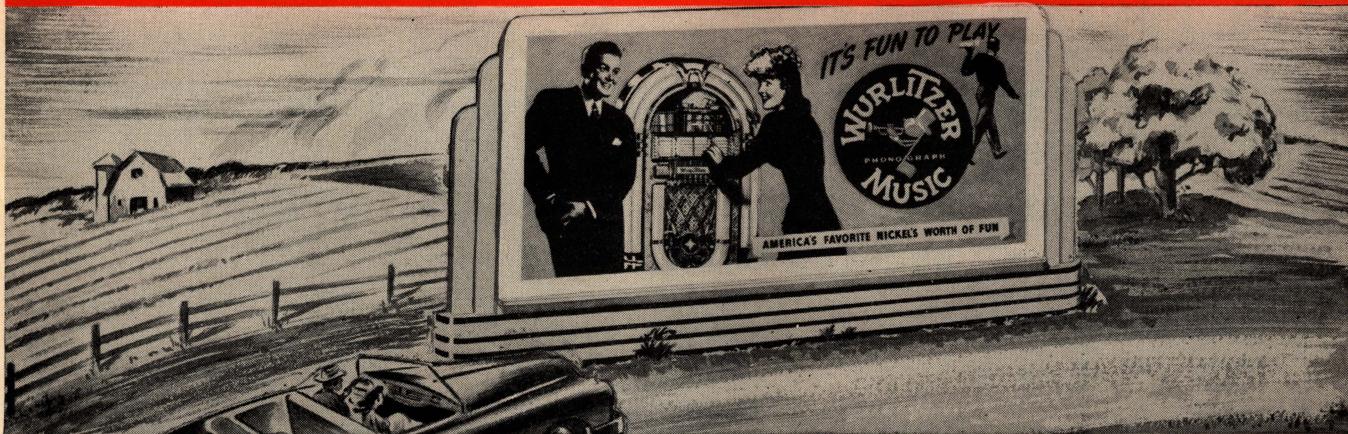
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